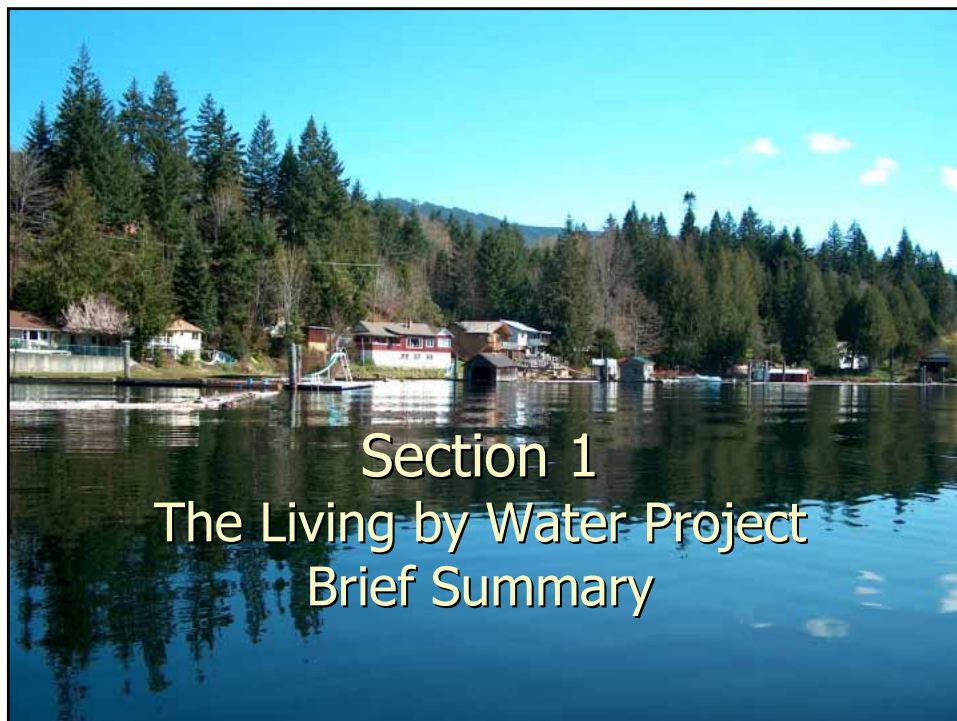
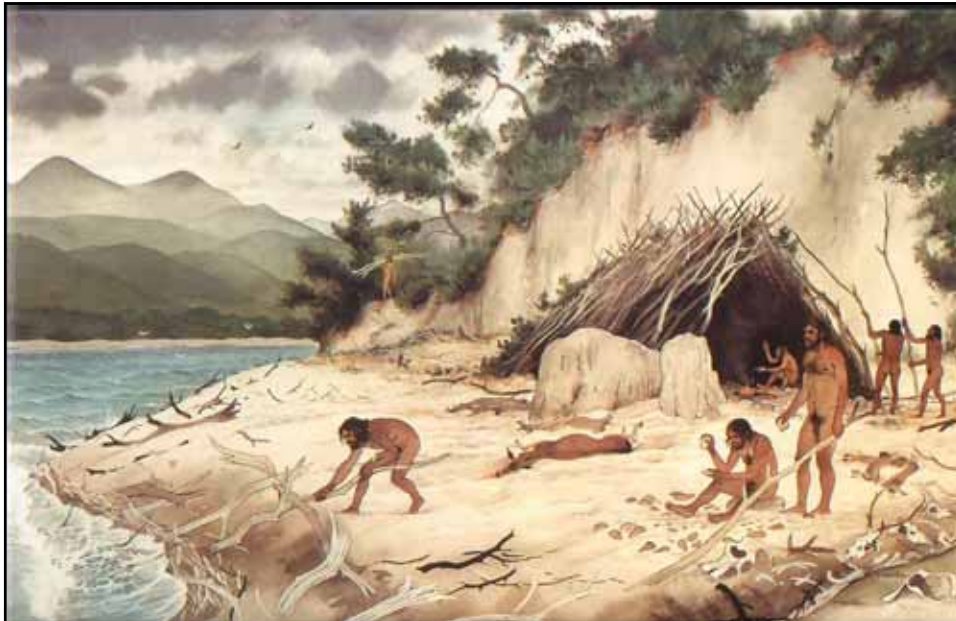




| Section | Topic of Discussion |
|---------|---|
| 1 | Brief summary, Living by Water Project |
| 2 | The Basics of Conservation Action Marketing; Trends |
| 3 | Understanding Audience Needs; Barriers to Behaviour Change |
| 4 | Communication Principles |
| 5 | Communication Tips |
| 6 | Working with the Media |
| 7 | Sharing Session |





Artist's reconstruction of 400,000 year old prehistoric site
Musée de paléontologie humaine de Terra-Amata Nice,
France

Brief Overview The Living by Water Project

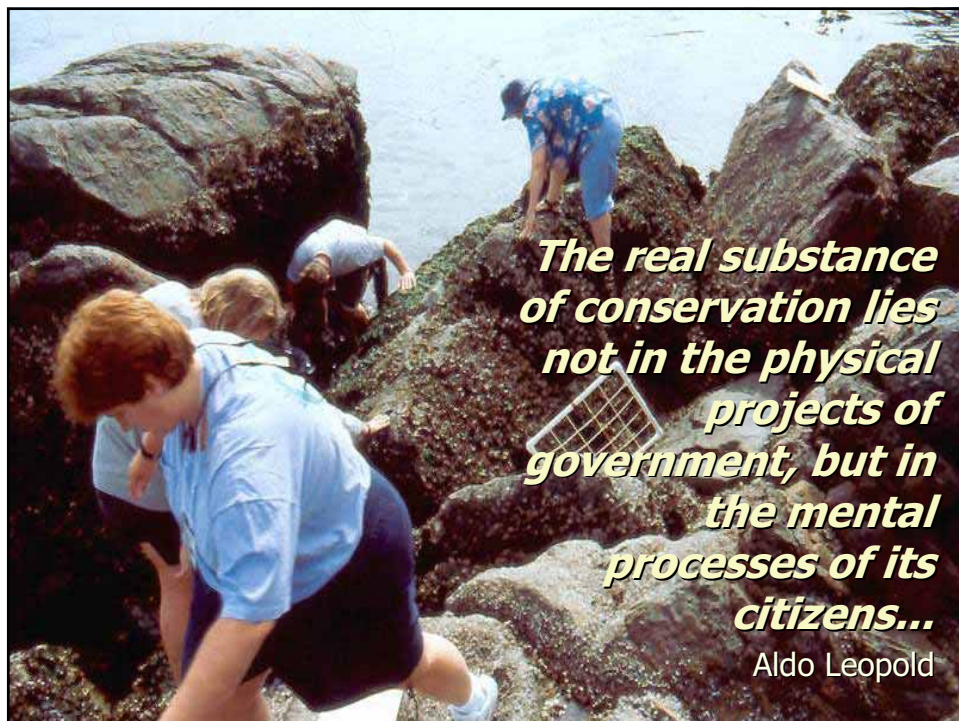
- Two waterfront residents 1997/1998; role of UWEX *Life on the Edge*
- Initial plan: "write a book"; incorporate marketing
- 1998 to 2002 – a lot of initiatives... a lot of learning!
- Four editions of book – 2002 / 2003
- "Wholesaler" role – providing resources to others

Our Vision for Shorelines...

- Creating ***healthy*** human and wildlife ***habitats***
- Maintaining waterfront environments as ***special places***
- ***Protecting wildlife*** with careful construction and shoreline restoration efforts
- ***Sharing information*** with neighbours
- ***Maintaining the values*** of our waterfront properties by adopting earth-friendly ways

Section 2 The Basics of Conservation Action Marketing

...Beyond education and awareness-raising



Encouraging Sustainable Behaviour

- Traditional use of (large scale) educational and advertising information campaigns
 - Can be effective in creating public awareness and sometimes in changing attitudes
 - However, behaviour change **rarely occurs** as a result of simply providing information
 - Education and awareness are necessary but often **insufficient for sustained behavior change**



Eves appeal to save power widely ignored

Savings during crisis came
from industry, not individuals

Premier expects millions in federal assistance

BY APRIL LINDGREN
AND JOHN IVISON

TORONTO — Average Ontarians barely responded to Premier Ernie Eves' pleas for

tario was 4,000 to 4,500 megawatts less than usual during last week's crisis.

Mr. Eves repeatedly lavished praise on Ontarians for their contribution, noting at one

Recent Angus Reid Poll

Wealthy Canadians care about environment, but won't give up SUVs: poll

TORONTO (CP) - A poll being released Thursday suggests wealthy, educated Canadians are worried about the threat of global warming - but not enough to give up their gas-guzzling SUVs.

The Canadian Press has learned an online poll of 3,500 people conducted by Angus Reid Strategies suggests one-third of Canadians think climate change is the most important issue facing humanity today. Pollster Angus Reid says the only time the environment was this important to the country was in the 1980s, when fears about acid rain and garbage gave rise to widespread blue-box programs.

[Wealthy Canadians care about environment, but won't give up SUVs: poll](#)

Source: Canada.com

Conservation Marketing

- Hybrid of tools and techniques to help sustain behaviour change
- Borrows from:
 - best / ethical aspects of business marketing
 - tools and techniques of community-based social marketing
 - environmental education
- Requires good knowledge of your audience
- About reinforcing and supporting decisions



Marketing is concerned with designing an efficient (in terms of resources) and fair (in terms of distribution of output to all parties involved) system which will direct an economy's flow of goods and services from producers to consumers and accomplish the objectives of society."

Source: E. Jerome McCarthy and Stanley Shapiro, Basic Marketing

“Marketing is the performance of business activities which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish the company’s objectives.”

Source: E. Jerome McCarthy and Stanley Shapiro, Basic Marketing

“Environmental education is a learning process that increases people’s knowledge and awareness about the environment and associated challenges, develops the necessary skills and expertise to address the challenges, and fosters attitudes, motivations, and commitments to make informed decisions and take responsible action.”

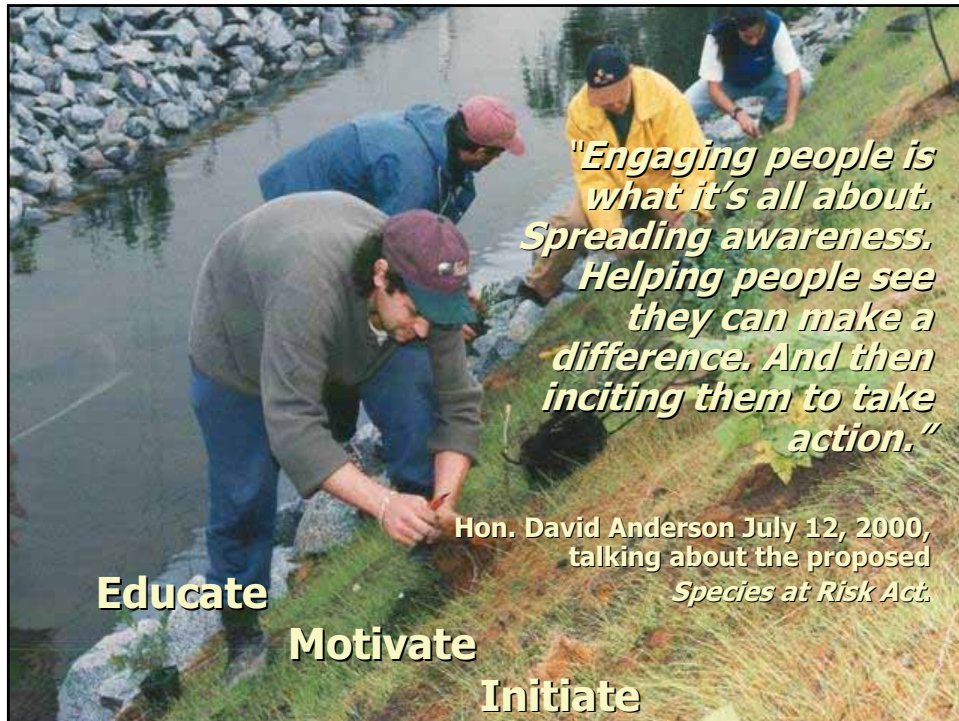
Source: UNESCO, Tbilisi Declaration, 1978

“**Social marketing** is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing.”

Source: Social Marketing Institute

“**Community-based social marketing** draws heavily on research in social psychology that indicates that initiatives to promote behaviour change are most effective when they are carried out at the *community level* and involve *direct contact* with people.”

Source: Doug McKenzie-Mohr, *Promoting a Sustainable Future*



Conservation Marketing

Tell me...I will forget

Understand me...I will listen

Show me...I will remember

Involve me...I will understand

Respond to my needs...I will act

Remind and support me...

I will keep doing

www.livingbywater.ca

THE LIVING BY WATER PROJECT

We Remember:

- **10% of what we read**
- 20% of what we hear
- 30% of what we see
- 50% of what we see and hear
- 80% of what we say
- **90% of what we say and do**



Conservation Action Marketing

Conservation marketing is about building a relationship with your audience.

- Personal contact
- Mass marketing
- Point of sale



Conservation Action Marketing

- **Client-centred** rather than organization or product-centred
- **Solution-oriented** rather than problem-oriented
- Emphasis on **tips** (applied knowledge) rather than facts for their own sake

Conservation Action Marketing

- **Knowing, really knowing**, the audience
- Stimulating enlightened self-interest
- Identifying barriers to behaviour change and addressing them
- Anecdotes, benefit statements, fear of loss, reward and a "challenge"
- Simple language rather than scientific or jargon terms

Conservation Action Marketing

- Based on research showing that initiatives to promote behaviour change are most effective at the community level, involving direct contact with people
- Develops strategies to remove barriers to behaviour change
- Uses concepts of traditional marketing like:
 - AIDA (Attention, Interest, Desire, Action)
 - The four "P"s – Product, Place, Price, Promotion

AIDA

- **Attention:** Capture the audience's attention
- **Interest:** Secure their interest
- **Desire:** Instill desire for the product or service
- **Action:** Incite them to action to purchase or adopt

Important Marketing Concepts

- Incorporate the 4 "P"s
 - Product / service (enticing – beneficial)
 - Price (perception of value)
 - Places (suit audience and fit lifestyle)
 - Promotion (creative)
- Segment markets
- Watch purism / idealism

Important Marketing Concepts

- Influencing individual action is the end objective
- Customer centred; benefit led
- Benefits must be perceived to be greater than costs
- Understand your target audience and its needs



Conservation Action Marketing

- People **always** act in their own self-interest.
- People are not **against** you; they are merely **for** themselves.



Marketing to Ethnic Communities

- Survey and understand needs of targeted ethnic group
- Plan activities and programs to address needs
- Network with ethnic-based communities and media
- Reach out to other ethnic-based organizations



Marketing to Ethnic Communities

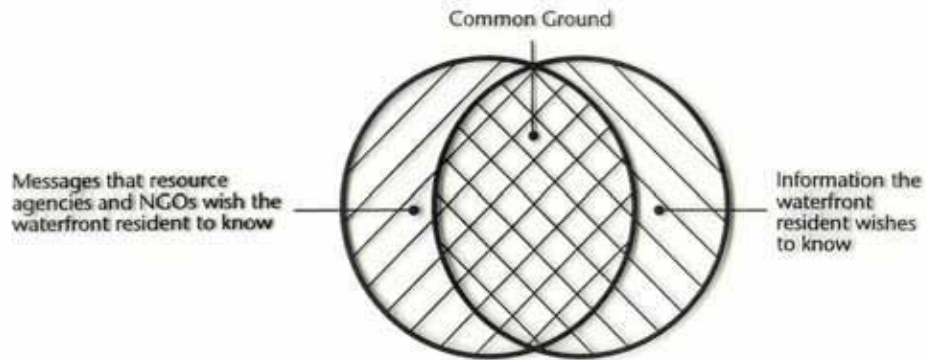
- Coordinate programs to coincide with different ethnic and cultural festivals and events
- Respect and incorporate cultural-specific philosophy and spirituality
- Provide bilingual info and interpretation

Source: Joseph Lin, Taiwanese Canadian Intercultural Green Club

Products and Services

- Develop products and services to meet customer needs, including overcoming obstacles
- Explore creative partnerships in meeting customer needs

Matching Product to User Needs



Full Service Marketing

- Supporting grants / loans
- Info support
- Discounted products
- Other additional services
- Help establish peer support groups

LIVING BY WATER

The Living by Water Program is dedicated to all the necessary waterfront tasks and living water and on. Canals, rivers, streams, creeks, canals, lakes, streams, ponds, wetlands, reservoirs and water bodies. Founded in 1991, the Project has active partners across Canada and is represented in British Columbia by the Federation of BC Neighbors.

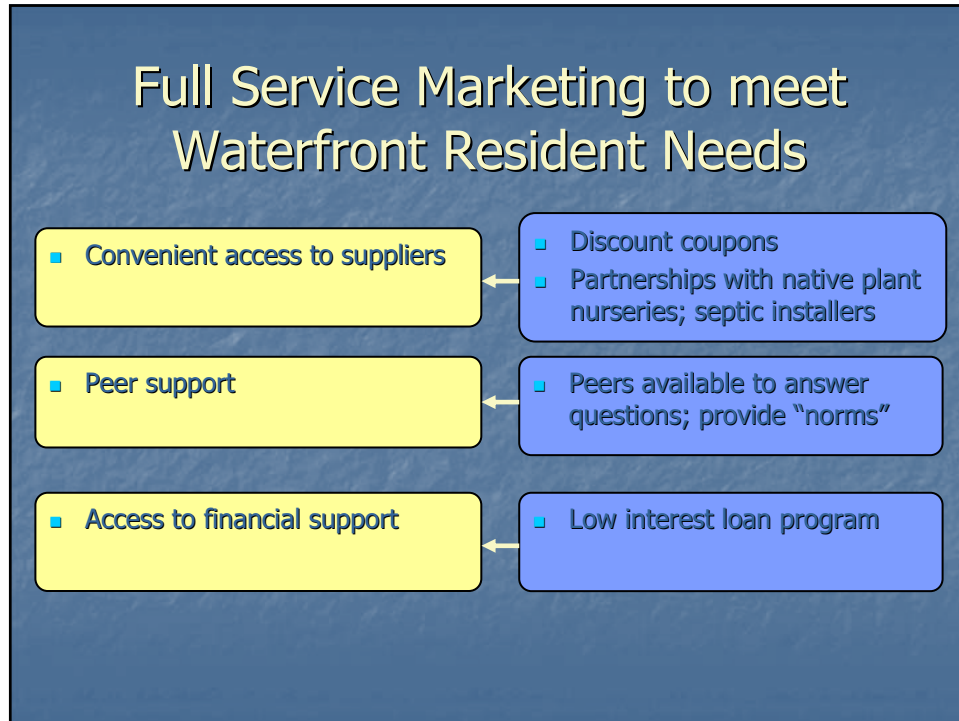
Applicants to the VanCity Living by Water Loan Program will be referred to a local Living by Water Project representative as part of the loan approval process. The Project representative will visit the applicant's property to advise on and discuss the shoreline requirements planned. This visit plus a subsequent visit to inspect and approve the completed work is a requirement of the loan-rental offer.

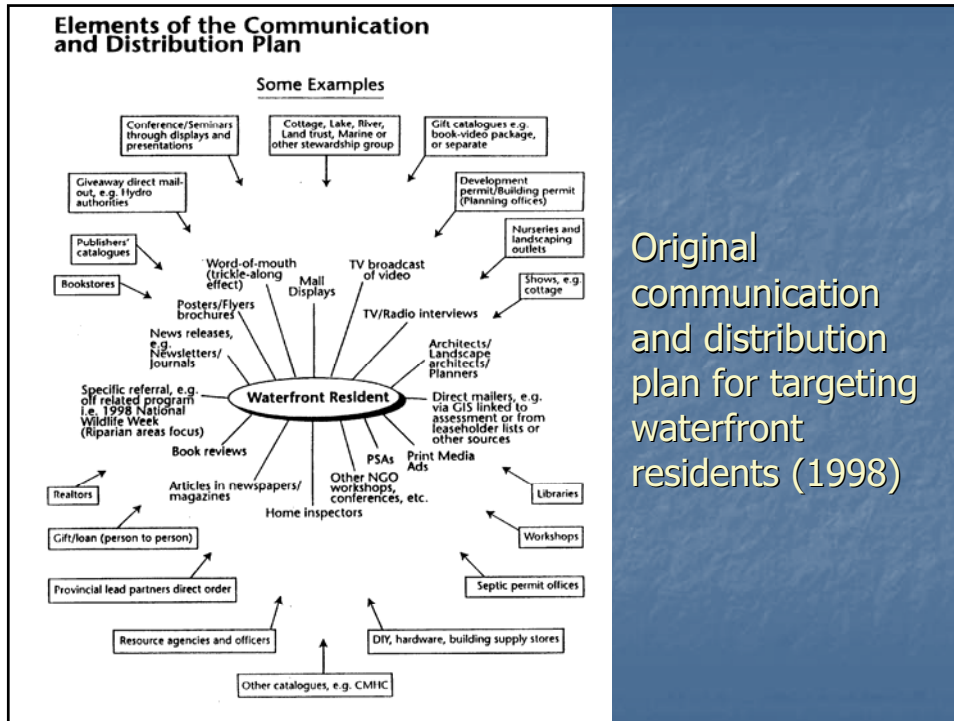
To learn more about VanCity's Living by Water Loan Program, call 877-7099 (toll-free at 1-888-VanCity), visit your local VanCity branch, or go online at www.vancity.com/loans/other/financing.

i want
to protect the shoreline
where I live.

Introducing the VanCity
Living by Water Loan Program.

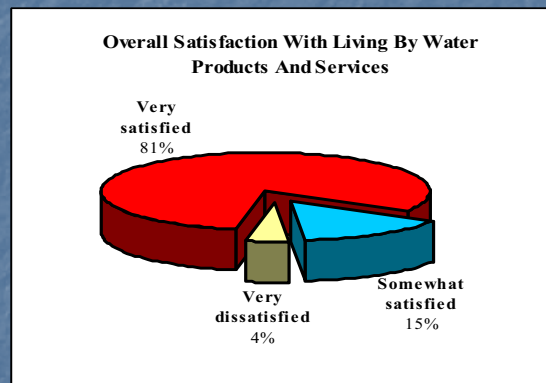
VanCity
It's your bank.





Original communication and distribution plan for targeting waterfront residents (1998)

Product Evaluation

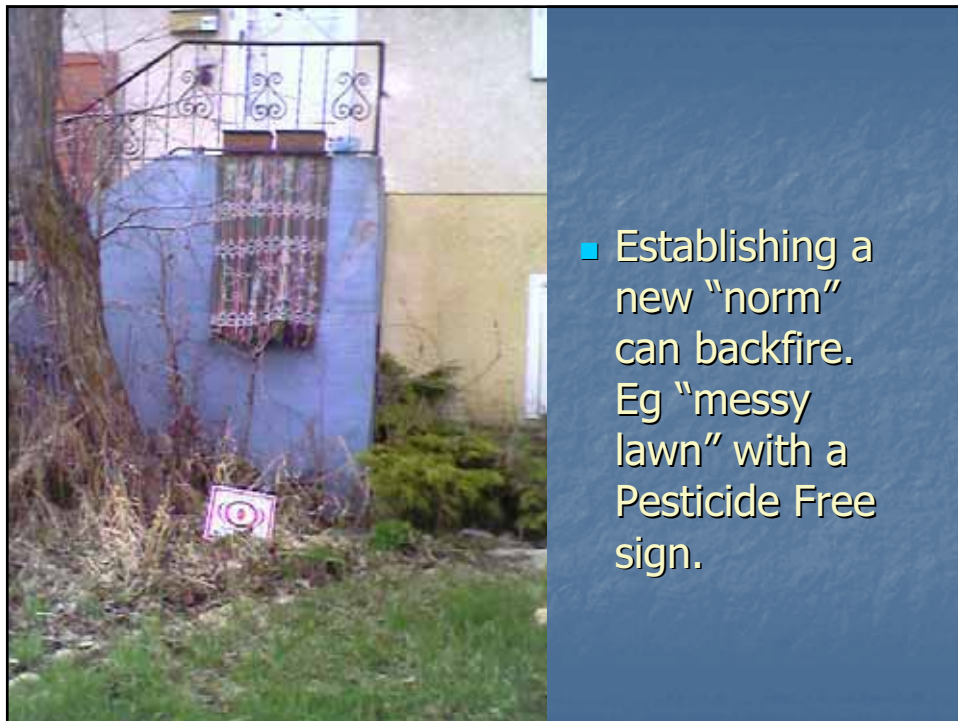


Survey Results – August 2002
CV Marketing Research – National Survey



Norms

- Make new norms visible (e.g. *Natural shorelines – the new "Fashion Statement"!*)
- Use personal contact to reinforce norms (e.g. "peer to peer" support)

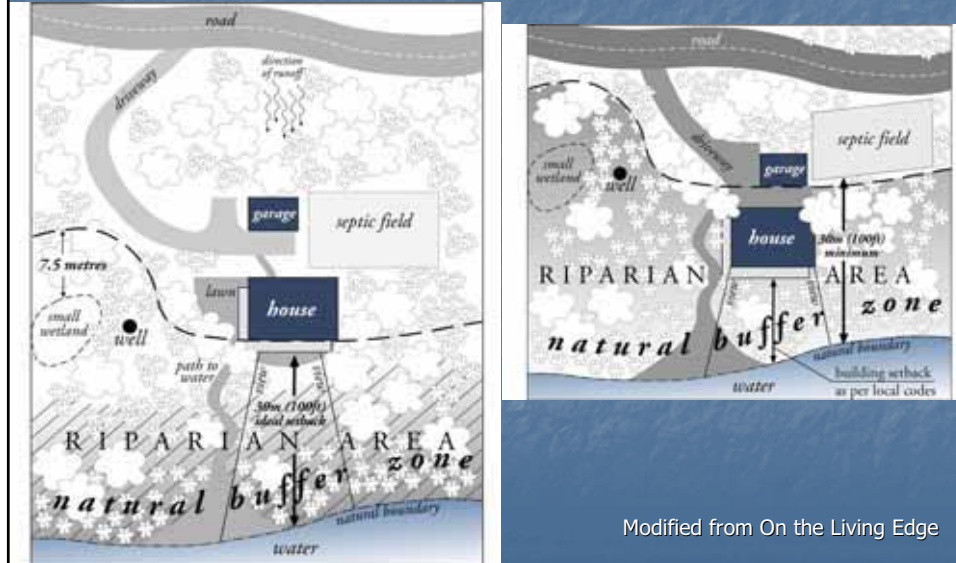


Commitment

- Consider the **incremental rule** (e.g. "every metre counts")
- Recognize what's already being done
- Go for written over verbal commitments
- Try for public commitments (e.g. Shoreline Action Challenge)
- Try working through groups (e.g. Cottagers' Associations)



Thinking Outside the "Setback Box"



Commitments

- Actively involve the person
- Use existing points of contact to obtain commitments (e.g. insert in magazines)
- Avoid coercion (use soft sell instead)
- Avoid the potential of confusion or misunderstandings (e.g. Don't call it a "pledge" program!)

Prompts (Reminders and Triggers)

- Use to encourage and **engage** people in positive behaviour
- Make prompts noticeable (e.g. Shoreline Ambassador fridge magnet)
- Make them self-explanatory (e.g. "I want clean water"; "I want to protect my shoreline property")
- Present in as close proximity as possible to where the action is to be taken (e.g. "peer to peer" at the door)

Incentives

- Quick positive feedback: time the presentation of the incentive as closely as possible to when the behaviour is to occur
- Use incentives to reward positive behaviour, rather than using disincentives to punish negative behaviour
- Make the incentive as visible as possible (e.g. VanCity loan program)

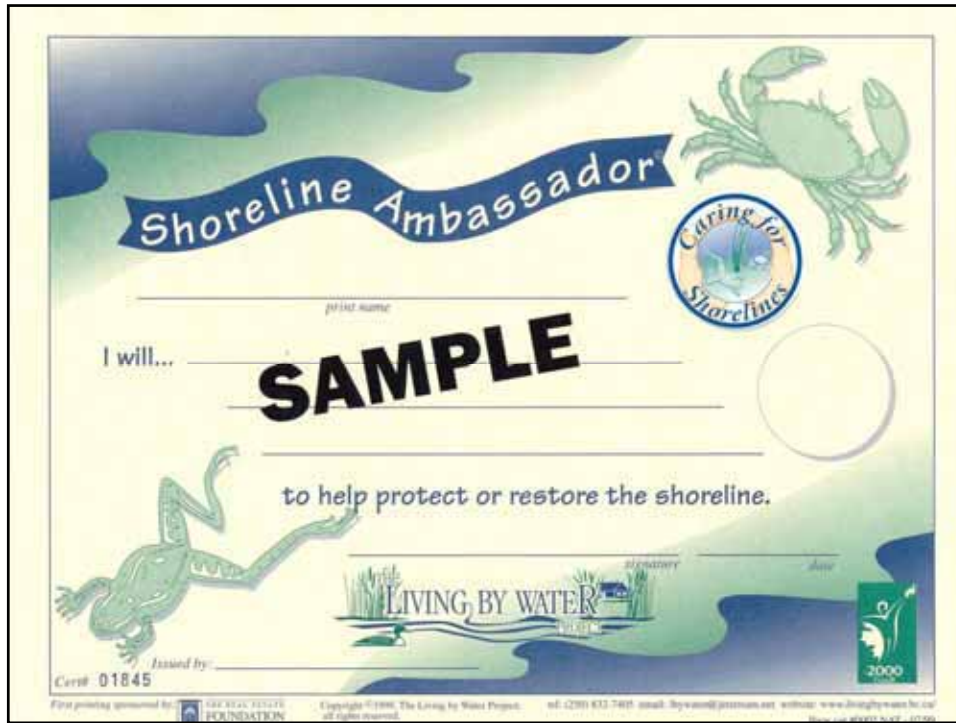
Incentives

- Be cautious about removing incentives
- Prepare for people's attempts to avoid the incentive (e.g. VanCity loan rebate provision)
- Be consistent across your target region (e.g. watch for socio-economic and geographic inconsistencies)
- Make use of non-monetary incentives
- Employ *fear of loss* as an incentive

Shoreline Awards Program

- Recognize efforts / success in protection and restoration
- National scope with local, regional, provincial levels
- Range of awards
 - Stickers
 - Certificates / plaques
 - Publicity
 - Other







My Shoreline Credo

Valuing shorelines in their natural condition, acknowledging that they are among the most productive ecological zones on earth, and being aware that shorelines are home to many of our species at risk for some part of their lives, I affirm my personal responsibility and commitment to:

- help protect or restore shorelines in their natural condition
- continue to learn more about shorelines and their importance to all of us and to wildlife
- to share with others what I know about shorelines
- enjoy shorelines for their natural wild beauty
- promote the significance of natural shorelines to my health and to the health of land and water based wildlife from the microscopic to the large
- understand the cultural and historic roles of shorelines
- express a sense of caring for shorelines and remain aware of what is happening to them
- visit shorelines from time to time to restore my spirit and to remind myself of why I care about them



For more info on how to make a formal shoreline conservation pledge contact: *The Living by Water Project*
(250)832-7405 fax:(250)832-6874 email: lbywater@jetstream.net website: www.livingbywater.ca

My Shoreline Promise

Shorelines are places where the land and water meet. They provide food and homes for many plants, animals and other creatures. Shorelines are also beautiful and fun places to spend time! These are some of the reasons why I want to help protect them and keep them healthy.


I promise that I will continue to LEARN more about:

- why shorelines are important to me and to the plants and animals that live there.
- what actions are harmful to shorelines.
- what I can do to help keep shorelines healthy and full of life.

I promise that I will also:

- SHARE with others what I have learned and know about shorelines.
- CLEAN UP garbage and litter from the shoreline when my parents or guardians say it is safe.
- ENJOY the beauty of shorelines with my friends and family!

The Living by Water Project (250)832-7405 fax:(250)832-6874
email: lbywater@jostream.net website: www.livingbywater.ca



Land Stewardship Award

Presented To:

Clive Callaway and Sarah Kipp

in recognition of a voluntary commitment in conservation to:

- Conserve the natural elements of the area and show sensitivity for the wildlife (both plant and animals) that inhabit it.
- Keep to a minimum any disturbance to the natural features and seek conservation assistance if required.
- Notify the new landowner(s) or manager(s) of transferring the property of this commitment and encourage them to contact the Landowner Contact Coordinator, Toll Free: 1-888-917-TRES.

A Project of Turtle Island Earth Stewards Society

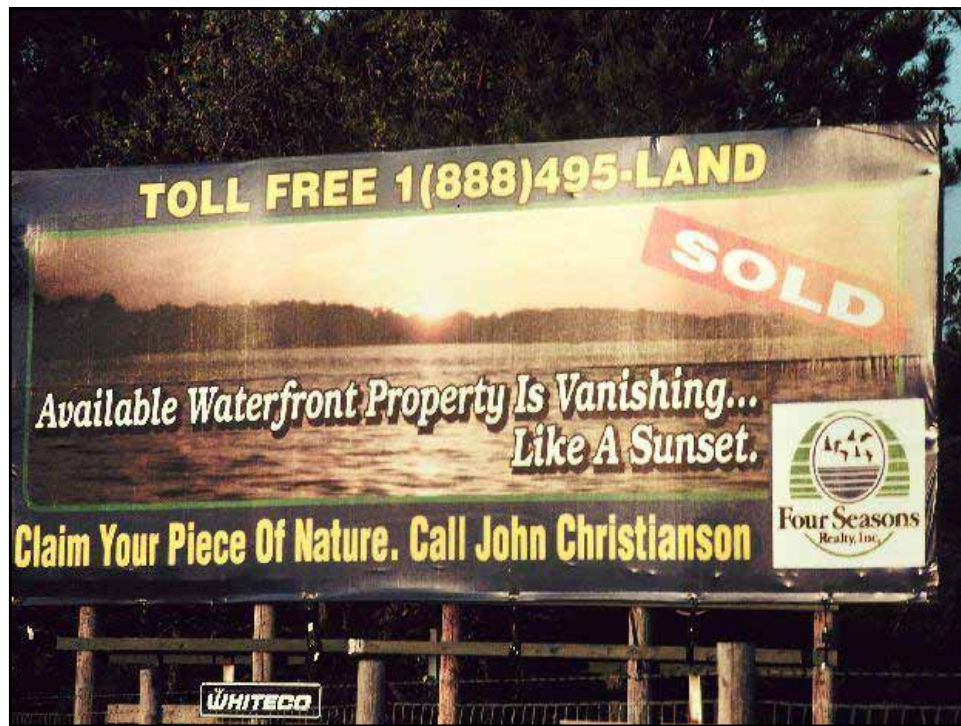
Funded by: EcoAction 2000
Shell Environment Fund
Public Conservation Assistance Fund
and many local volunteers and donors



[Signature] 3/22/05 *[Signature]* 2005

TyRone Binigzole, Executive Director Date Landowner Contact Coordinator, TRES Date





Consumer Trends

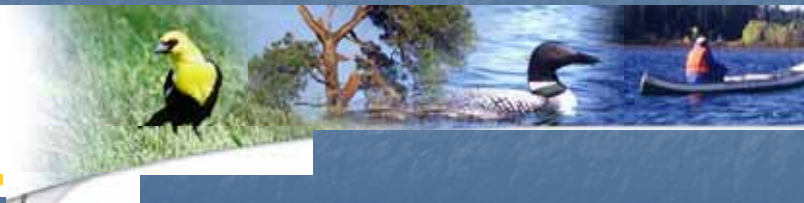
- Native plants increasingly popular
- Xeriscaping with plants that tolerate local conditions – linked to water conservation programs
- Pesticide-free programs



Red Osier Dogwood

Consumer Trends

- Consumer demand for sustainable developments which protect shorelines – e.g. Peter Hope Lake Resort (cottage development, Nicola Valley)



Other Trends

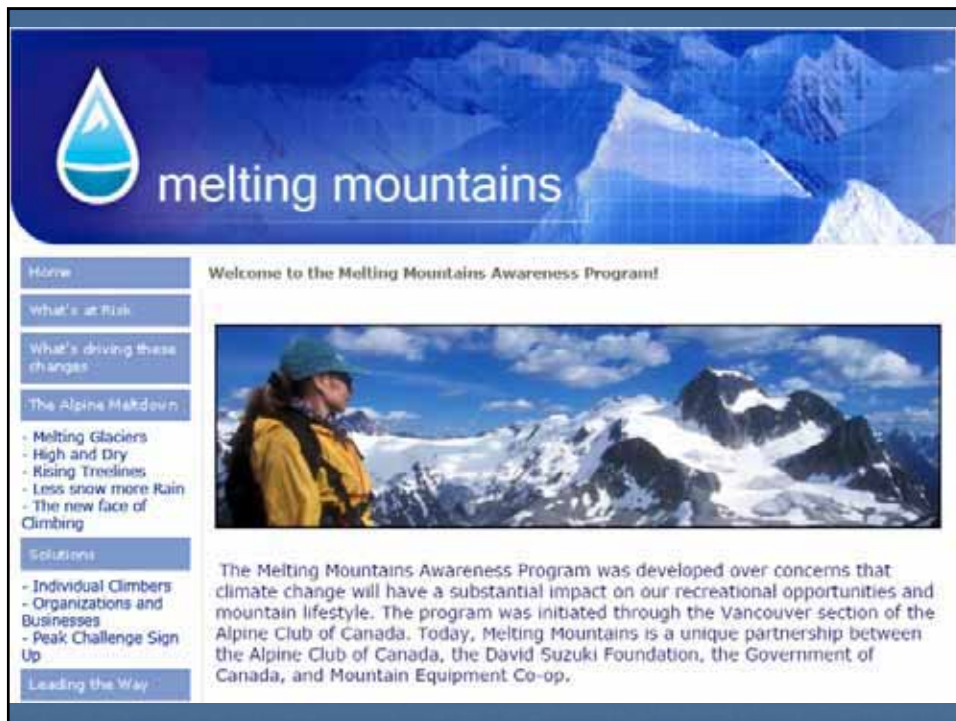
- New approaches / regulations – performance standards / transferring responsibility to local level
- Trend to “dis-integration” – e.g. Health (West Nile Virus); Fire (FireSmart)
- Risk management / litigation driving force
- Emotional attachment to our land
- Environmental “police” – eyes on the land / water / shoreline etc.

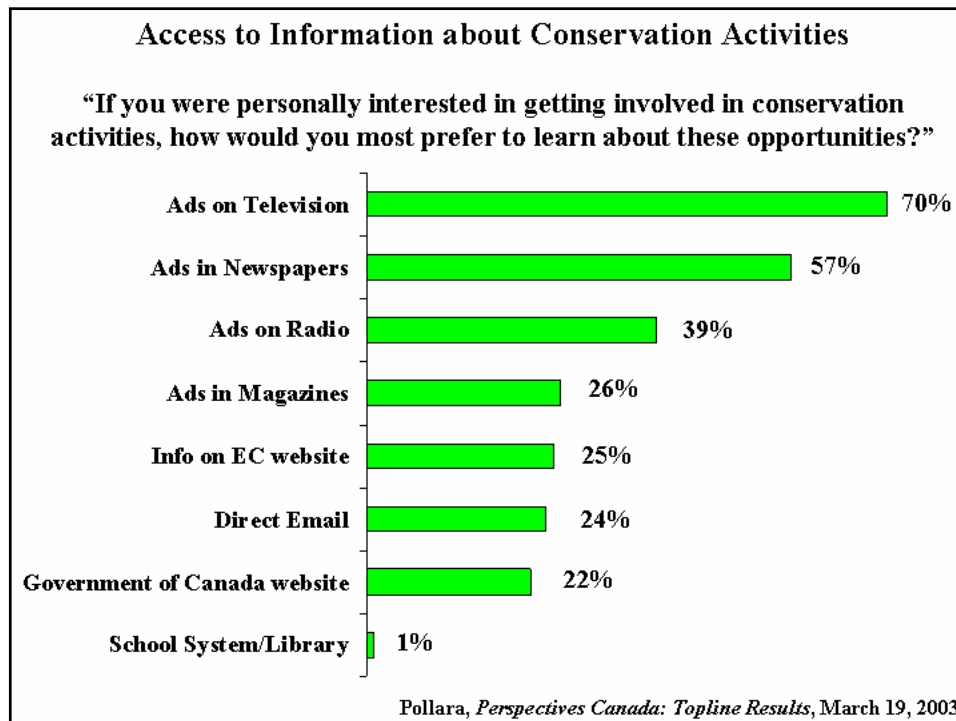
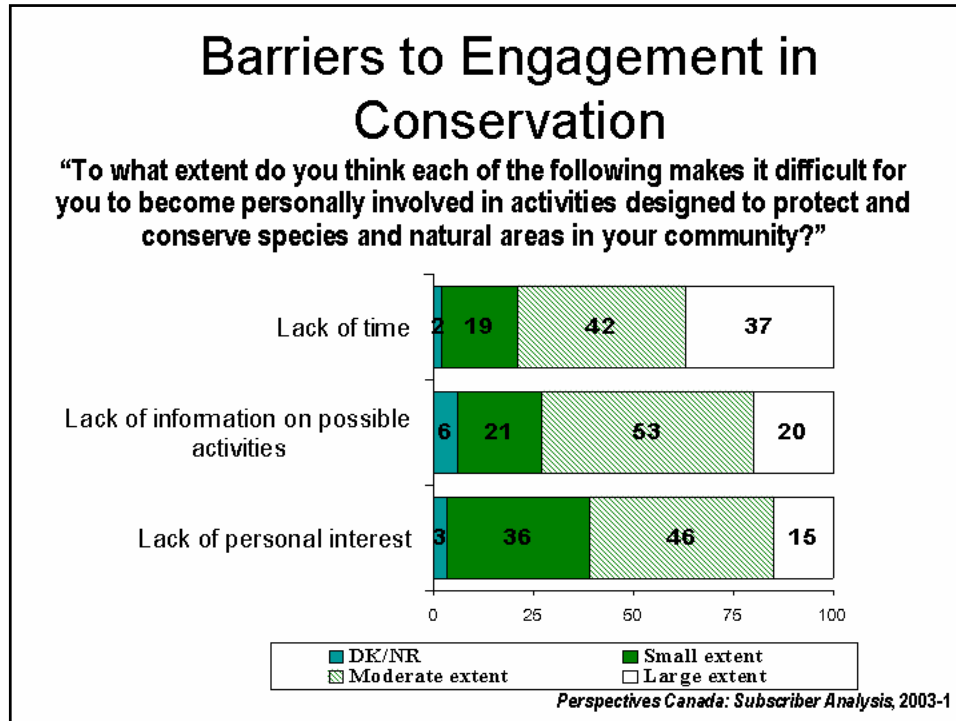
Other Trends

- Forensic fecology – can trace sources of contaminants in water from septic systems using DNA fingerprinting
- People become more conservative during times of war
- Other???

Environmental Due Diligence

- A necessary consideration in today's business transactions
- Complex laws can impose **significant environmental liabilities** on purchasers, sellers and lenders – **whether or not they caused the problem, and whether or not they still own the property**







Tools for Understanding your Audience


- Triangulate input research
- Background research (secondary sources)
- Focus groups
- One on one conversations
- Structured interviews

Understanding your Target Audience



- Develop profiles of the primary target audience
 - Demographics (age, sex, other characteristics)
 - Psychographics (activities, interests, opinions)

Know Your Audience



| صحيح | خطأ |
|------------------|-----------------------|
| المميزات | العيوب |
| • لا تسبب آلام | • تسبب آلام والتهاجات |
| • ومريحة للحيوان | • وقطع بالأذن |
| • شمعية جيدة | • ضعف الشمعية |
| • إنتاجية جيدة | • إنتاجية أقل |

- Literacy
- Perceptions
 - Intrigued with "sticks" on nose
 - Tears = eye infection
- Age of those who tended for cows

From/tiré de: Albrecht, H. et al. 1990. Rural development series: agricultural extension. Vol. 2: examples and background material. Deutsche Gesellschaft für Technische Zusammenarbeit. 408 p.

Matching the product to the audience needs

- Finding common ground
 - Interviews
 - Focus groups
 - Surveys
- Developing products
 - Products (or services) to meet audience needs

Case Example - Texas littering problem

- First response: highway signage asking “the public” not to litter
- Research to understand who was littering – young adult males 16 – 25
- Focus groups showed this audience was motivated by pride in Texas
- Led to a very effective campaign which reduced the littering problem substantially – both **incentives** and **fear of loss**

About Us
Media Campaign
Trivia & Facts
Get Involved
Partners
Adopt-a-Highway
Programs
Order Gear
Education & Research
Newsroom
Report a Litterer
En Español
Contact
Site Map

Don't Mess with Texas
TRASH-OFF
April 14, 2007

What's New

Don't Mess with Texas Scholarship
Have you heard that Real Texans Don't Litter? Prove it and you might pocket big bucks for college tuition. The 2007 Don't Mess with Texas Scholarship will award one \$3,000 and two \$1,000 scholarships to high school seniors who have made a difference in keeping their schools and communities clean. For more information, click [here](#)

Get Involved!
The Don't Mess with Texas Trash-Off is an annual event that encourages Texans across the state to join forces to clean up Texas roadsides. An estimated 827 million pieces of litter will collect on our highways this year alone, which means we need your help more than ever.

Volunteers throughout the state remove litter from roadsides, city parks, neighborhoods, and waterways

OFFICIAL
Don't mess with Texas
MERCHANDISE
Click Here

Report a Litterer

See a driver throw a piece of trash out their window? The "Report a Litterer" program will let the messin' with Texas. It isn't cool. [Report Litter!](#)

TxDOT's Don't Mess with Texas litter prevention campaign has been educating Texans about litter prevention.

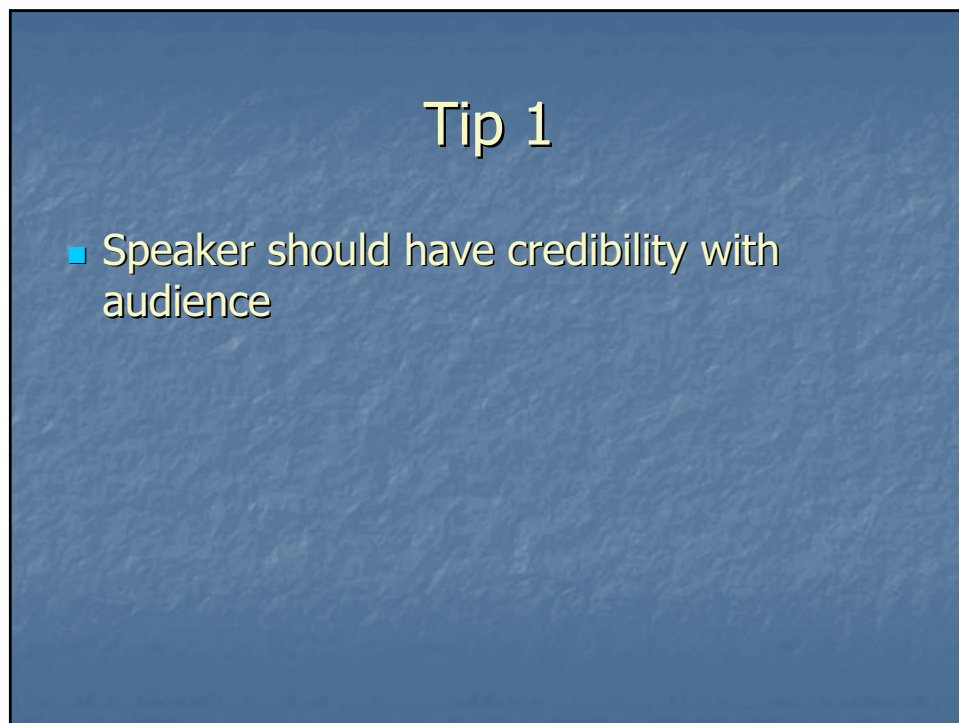
Products for the Target Market

Highway Hoops Improves Trash Can Aim

Have you played yet? What are you waiting for? Click [here](#) to practice your long and short shot at litter toss. It's fun, and it's an easy way to perfect your trash can aim.

Official Don't Mess with Texas Merchandise Tailored for True Texas Style

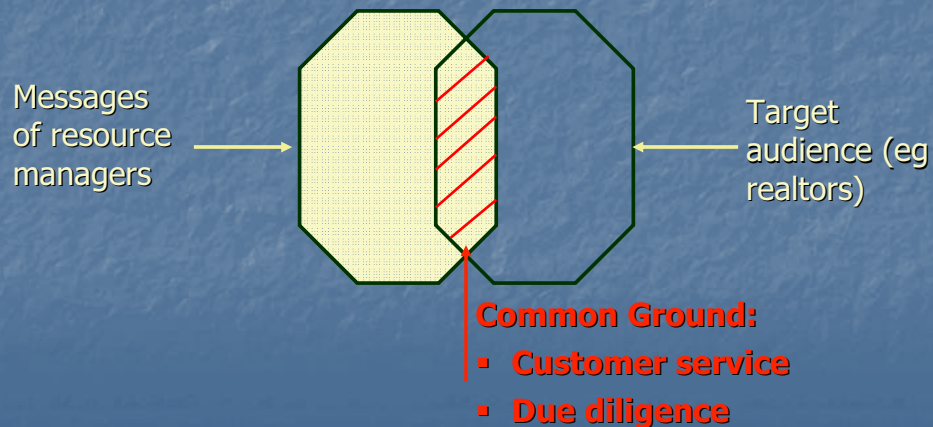
Wear your Texas pride with OFFICIAL Don't Mess with Texas merchandise. Click on the logo at the top, then browse and buy official Don't Mess with Texas gear, including T-shirts and travel mugs.



Biographical notes - Clive Callaway, M.E.Des.

- Shoreline resident; former resort operator.
- Former "mini" developer; created and marketed waterfront bareland strata; worked with realtors.
- Land use planner involved in lakeshore development guidelines (for both private sector and municipalities).
- Co-founder, The Living by Water Project.

Tip 2. Match the product to the audience





Need information
for
waterfront
purchasers?

Help your clients who are buying or selling shoreline property

REALTORS offices throughout Alberta will soon be receiving a complimentary copy of the 148 page book *On the Living Edge - Your Guide for Waterfront Living*, courtesy the Alberta Real Estate Foundation, and with the support of the Alberta Real Estate Association.
On the Living Edge contains information specifically for lakefront and streamside prop-

Shoreline Welcome Pack

- "On the Living Edge"
- Materials for children (quiz and activity sheet, color handouts, decals)
- Brochures and flyers
- Community resources
- Other ideas...discount coupon for local services?

Shoreline Welcome Pack

- Local resources
 - Contacts for local groups, agencies, contractors in area
 - Handouts with local resources and support
 - Brochures – e.g. local lake group materials, BC Cottage Owners Association brochure
- Magazines for shoreline residents
 - Real Living Magazine
 - Cottage Magazine

138 Appendices

Shoreline Purchaser Checklist

Supplementary Questions for Residential Property Disclosure Statement

If you are considering the purchase of shoreline property, we recommend that you ask the seller the following questions in addition to those in the BC Real Estate Residential Property Disclosure Statement. You may wish to request the seller to sign this page, and refer to it in any offer of purchase you make. Also see entry in Index under *Purchasing Tips*.

| | yes | no | don't know | not applicable | yes | no | don't know |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1A Are the premises connected to a public sanitary sewer system? <small>IF NO:</small> | | | | | | | |
| Is a sewer system planned in the next three years? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1D Is the property serviced by a private well? <small>See Chapter 8. IF YES:</small> | | | | | | | |
| Are there any water quality problems? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have records of water quality tests? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have the well records? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Is the well properly sealed? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Is there an adequate and reliable rate of flow? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Is there an underground storage cistern? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Is there a seasonal variation in water level? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Has the well ever run dry? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <small>IF NO: Does the property obtain its water from a surface supply?</small> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <small>IF YES: Does it have a water licence?</small> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <small>Is the licence fee paid up to date?</small> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Does access to the property require any unregistered means such as historic use, handshake agreement, unregistered easement, etc.? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Does anyone else have unregistered access across the property? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| plumbing | | | | | | | |
| Is the plumbing system built for year round use? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| erosion <small>See Chapter 8.</small> | | | | | | | |
| Are you aware of any shoreline erosion problems? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you aware of neighbours who have any erosion problems? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Are there erosion control structures on the property or nearby? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Are there any runoff control measures (culverts, waterbars) in place? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| docks and access | | | | | | | |
| Is there a dock? <small>See Chapter 9. IF YES:</small> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Are there any problems with it? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Is it pulled out seasonally? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Does the dock have a permit/lease/licence? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| water levels | | | | | | | |
| Is any of the property within the 200 year floodplain? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Is the basement, crawl space, or main floor at least 1.5 m (5 ft) above the floodplain? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you ever experienced flooding or flood damage? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Reducing the Risk of Litigation, Criminal Charges and Bylaw Infractions

- Jurisdictions
- Regulation
- Best practices

When you advise your clients...

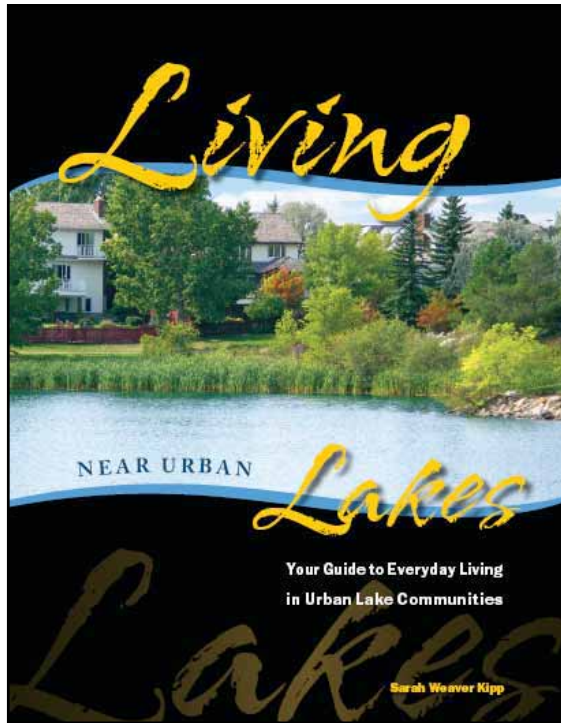


Due Diligence Implications

- Help your clients be informed about shoreline property
 - Give them a copy of *On the Living Edge – Your Handbook for Waterfront Living* (and read the book yourself)
- Hot market advice
 - Get your clients (purchasers) to read the book



Don't Confuse or Mix Audiences



Case Study

What is wrong with this cover?

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A new way of thinking about
water in the city

Living Near Urban Lakes: Your Guide to Everyday Living in Urban Lake Communities will help you think about water in ways you may never have considered before. Have you ever wondered what happens to all that water when it rains, or the snow melts? Some of the moisture is absorbed by the soil in your yard. And the rest of this “stormwater” ... it flows as runoff – down hills, across yards, over streets, down storm sewers, and into your local stormwater lake, river or stream.

*Healthy Watersheds,
Healthy Communities*

It was the first warm day of spring, and it seemed that our whole neighbourhood was outside enjoying the sun warming our faces.

As I heeded the winter's accumulation of salt and sand off my car, I saw others doing the same thing. The soapy water swirled down the gutter and into the storm drain. Out of sight, out of mind.



Mixed messages?

Encouraging Sustainable Behaviour

- Take a community-based social marketing approach
- Based on research in social sciences
- Behaviour change is best achieved through community-level initiatives
- Focus is on removing barriers and illustrating the benefits of the proposed behaviour change

Behaviour Change Principles

- Getting involved as the first step; making a commitment makes people more likely to act
- Feedback and follow-up are important
- Role models are important
- People will listen first to friends, relatives, or other who they see as credible (peers)

Behaviour Change Principles

- Incentives may change short-term, but not long-term, behaviour
- Present information effectively; make it:
 - Vivid – use graphics, illustrations, diagrams
 - Personal – use anecdotes
 - Specific and concrete
 - Emotional
 - In terms people relate to – fear of loss motivates more than possibility of reward.

One Analyst's Behaviour Change "Myths"¹

- Crisis leads to change
- Change is motivated by fear
- People will change if they understand the facts
- Radical sweeping changes are harder to make than small gradual changes
- We can't change because our brains are hardwired early in life

¹ Alan Deutschman, 2005, cited by Jack Wilbur

Creating Positive Relationships

- Be customer driven
- Assume the resident “wants to do it right”
- Stress benefits to the client
- Start by suggesting small changes
- Practise active listening

Some Tips

- Building trust
- Building credibility
- The “peer pressure engine”




Easing Fears

Fears may include:

- Infringement upon property rights
- "Front" for something else (e.g. government; environmentalists)
- Fear of change
- Pet control
- Decrease in property value

Concern with infringement upon property rights



Fear of possible local bylaw prompted owner to top trees and shrubs to waist height throughout riparian zone

Easing Fears

Fears may include:

- Loss of views of the water
- Neighbour's views onto their property ("What will my neighbours think?")
- Financial obstacles

Implication: go with care when doing outreach

Gender Issues

- Women tend to be more receptive to:
 - environmental messages
 - making changes
- Outdated notions of gender stereotypes still exist

Regulations and Other Influences

- Fees to restore shorelines – sometimes considered “development”
- Changing the “fashion”
 - Weed bylaws
 - Appraisers – negative attitudes about “weedy shorelines”; gravel roads
 - Municipal parks

Marketing Concepts

- Analyze and beware of competing influences that sustain existing behaviour
- Monitor “marketplace” and be flexible to different strategies
- Develop strategies to remove barriers to behaviour change

Barriers

May be:

- Internal (e.g. lack of knowledge, non-supportive attitudes, motivation)
- External (e.g. financial, inconvenience)
- Multiple barriers may exist for any form of sustainable behaviour...

...and multiple benefits may be needed

Partnerships

- Think outside the box – be open to unusual partnerships
- Consider the role of the arts
- Think of the media as partners
 - Consider how you can **help** the media
 - Mutually beneficial relationships
- Identify barriers to partnerships (e.g. turf wars)

Partnerships

- Share successes and joys, and challenges
- Always give credit
- Be thorough prior to embarking upon a partnership
 - Don't assume that because you think you know them they'll make a good partner

Complementary or Competing Messages? – Monitor Externalities

- FireSmart – slopes and riparian areas
- West Nile Virus
- “Communities in Bloom”

Manual does not exempt riparian areas – what is the real risk of fire from the water?





West Nile Virus Messages

"Clear out dense shrubbery where mosquitoes like to breed and rest"
District of West Vancouver

"Keep grass cut short"
Saskatoon Health Region

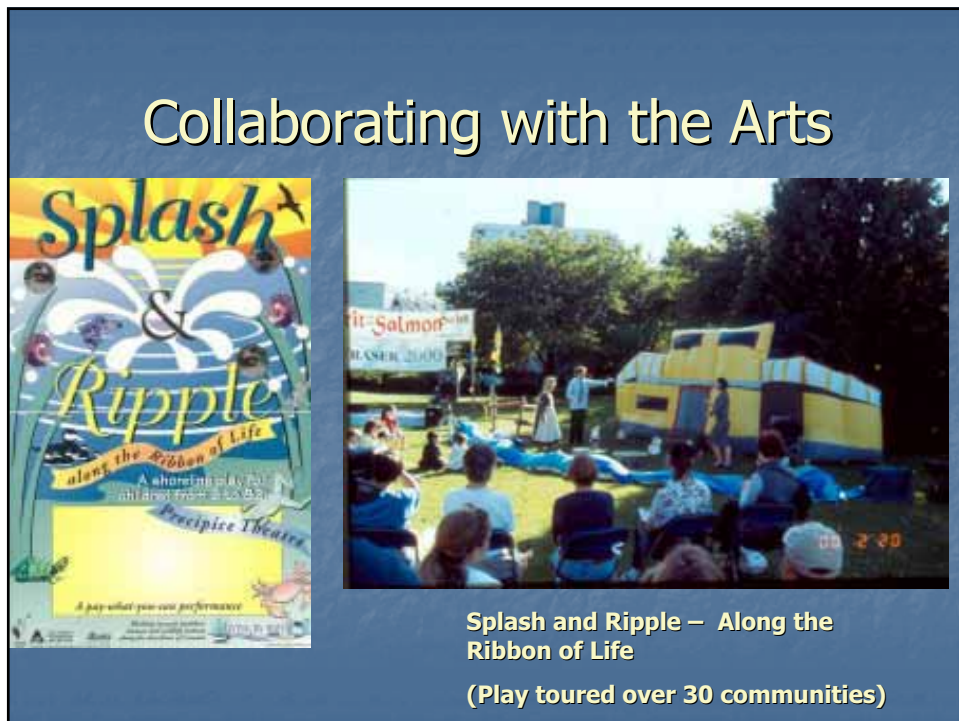
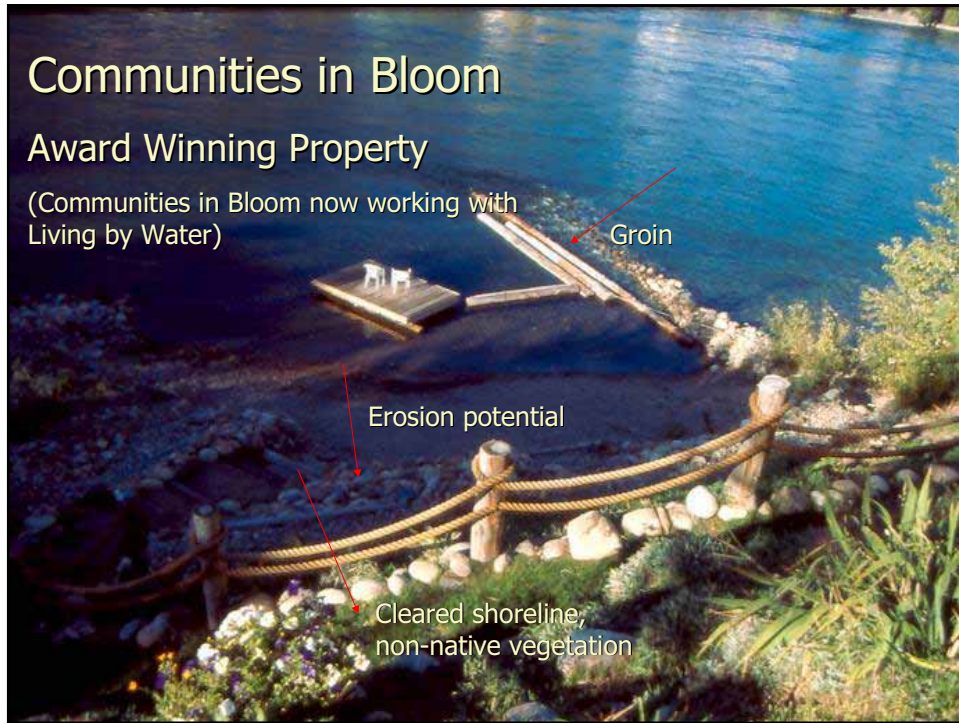
"Clear out dense vegetation and long grasses..."
BC Interior Health Authority

"Clear out dense shrubbery..."
Ontario Ministry of Health

Approximately 60 % of BC's terrestrial vertebrates at risk use riparian areas for all or part of their habitat needs. (FRAP)

Integration of Conservation Messages

- Multitude of outreach programs – E.g.
 - Species-at-risk
 - Pesticide free...
 - Energy conservation...
 - Land Trusts...
 - Water conservation...
- We need an integrated stewardship approach to avoid audience fatigue / confusion / overload



SCENE



Noretta Cummings, seen here with her two-year-old grandson Scott, is the vice-chair of the Sandy Lake Restoration Society, which works to improve the lake's water quality. —David Robinson

Theatre brings message to lake

Theatre Precipice brings the production of *Splash and Ripple* to the troubled waters of Sandy Lake

By Anna Borowicki
Staff Writer

Sandy Lake — The Sandy Lake Restoration Society is teaming up with a travelling troupe of actors to create a theatrical splash.

The society has a murky problem to flush away — the polluted waters of Sandy Lake, playing this Sunday, Aug. 13 at 3 p.m. was commissioned by The Living by Water Project, which maintains a Canada-wide partnership with environmental and conservation groups.

*** We want to educate property owners, make them aware of the condition of the lake, and do what we can to make it better.**

Pine Sands, the Alexander First Nation Band and area farmers.

"We want to educate property owners, make them aware of the condition of the lake, and do what we can to make it better," said Noretta

into the lake basin. Water quality was further compromised as residents dumped grey water and sewage into the lake, and livestock was allowed direct access to the shoreline.

The result is a sandy bottom covered with a foot of sludge high in nitrogen and phosphorus. The nutrient-rich bottom promotes a heavy growth of algae and reeds that



Collaborating with the Arts

A batik artwork featuring a dense, textured pattern of green and yellow-green leaves and branches, creating a forest-like appearance. The text is overlaid on this background.

Some benefits for ecological educators and artists from collaborating

- Benefits to the artist
 - Increased exposure
 - Exposure to non-traditional audiences
- Benefits to the ecological educator
 - The power of art to move and transform
 - Art can also affect us in subtle ways

Batik by Brenda Weaver

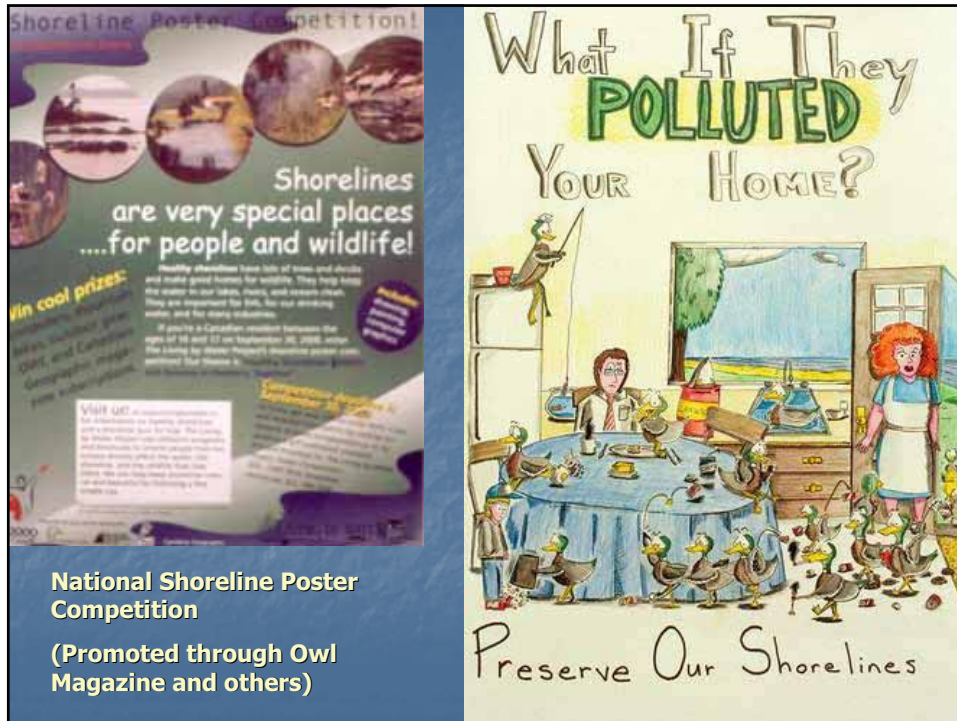
A slide with a blue background. The title 'Tips for Engaging Artists' is centered at the top. To the left of the main content area is a list of two bullet points. To the right, there is a small image of a book cover and a larger landscape photograph. The book cover is titled 'A Nature Guide to Boundary' and shows a dark, textured background. The landscape photo shows a wide river or bay at dusk or dawn, with mountains in the background and city lights visible. The photo is credited to David Blevins.

Tips for Engaging Artists

- Don't "use" artists
- Instead, engage artists, and invite their collaboration

A Nature Guide to
Boundary

© David Blevins



National Shoreline Poster Competition

(Promoted through Owl Magazine and others)

Some Tips for Using Arts Media

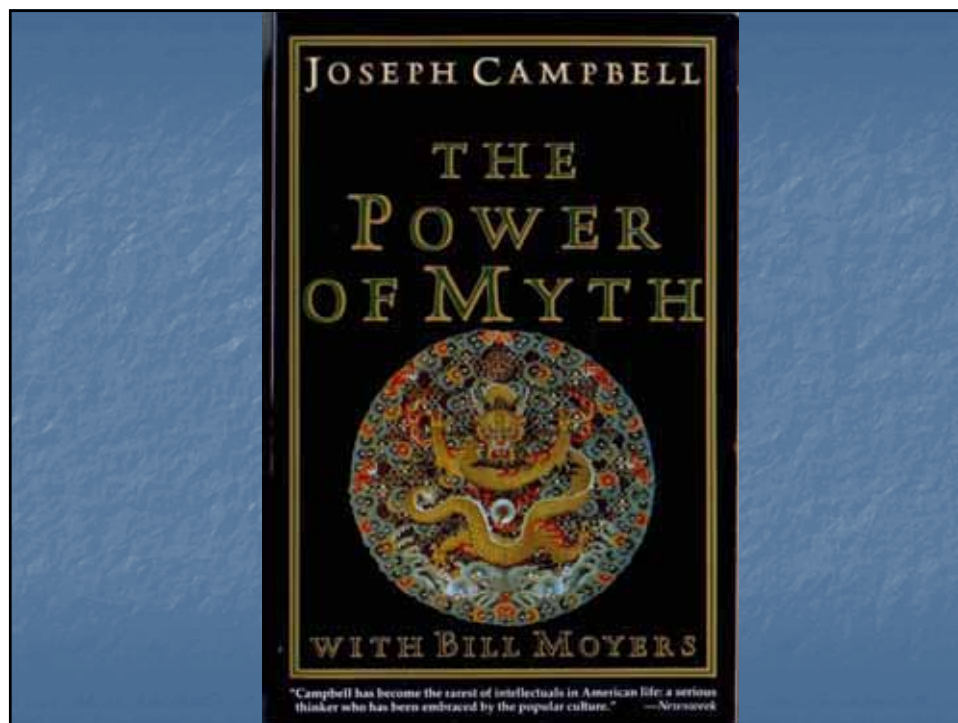
- Puppets, masks and other dress-up
- The power of story
- The role of the cartoon



Earth Day Festival, St. Louis, Missouri

Benefits of using arts media

- Beyond science / scientific text
- Convey information in various alternate ways - poetry, song
- "Three times principle"
- Integration of science with human aspects
- The arts can "speak truth" in ways that science may not be able to





Carissa and Becky, "Grebe Dance",
Salmon Arm Grebe Festival

...The solution to our troubles lies in acknowledging what is culturally unknowable to us ... the "legends" of our society... the unexamined stories that explain to us how our lives work and what our place is thought to be in the web of life.... **These legends are capable of changing again...**It is our legacy – as a species and even as individuals – to keep going, even when it seems that the end has come. We may weep at the Dead Sea, but we will also learn to dance.

Alanna Mitchell, *Dancing at the Dead Sea*





Thinking
outside the
box

The use of
metaphor –
rejoining the
ribbon of life



Making a wish
for the web of
life

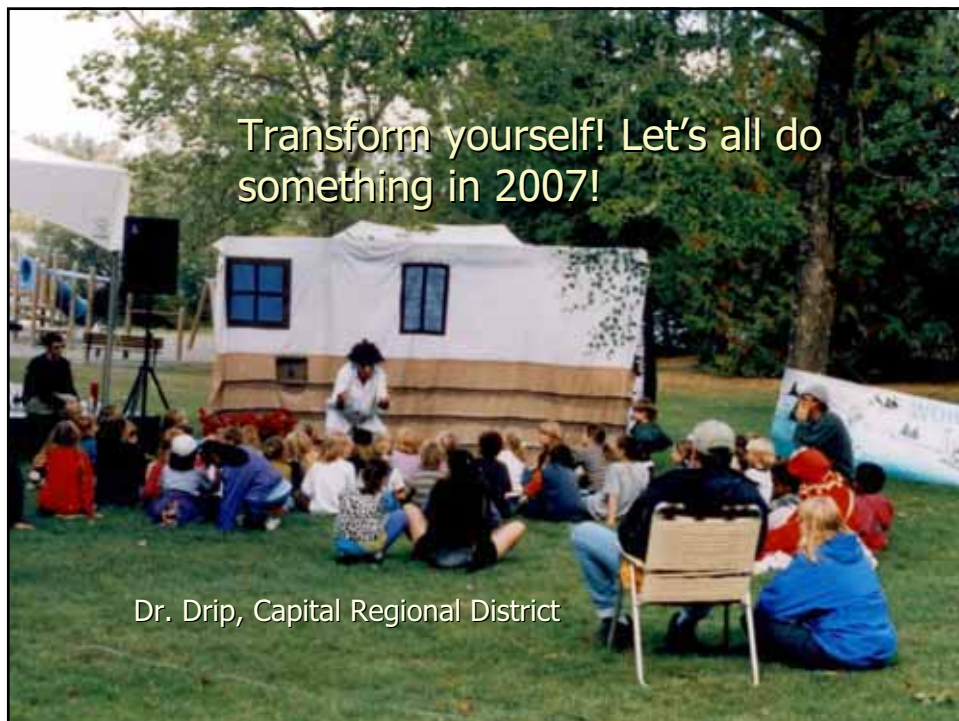
See: **Shoreline Event
and Activity Manual**

Download from:
www.livingbywater.ca

**The Art of
Modelling
and Dress-
Up**



DIY:
**Clive Callaway
as The Shore
Doctor at the
Toronto Cottage
Show**



Resources

- Doug McKenzie-Mohr and William Smith. *Fostering Sustainable Behaviour, An Introduction to Community-Based Social Marketing*. New Society Publishers 1999. www.cbsm.ca
- Jay Kassirer and Doug McKenzie-Mohr. *Tools of Change – Proven Methods for Promoting Environmental Citizenship*. National Round Table on the Environment and the Economy. 1998.
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- Donna Barker. *Getting the Message Out: A Step by Step Communications Guide for Environmentalists*. Sustainability Network and IMPACS. 2003.
- Anne Camozzi and Katharine Rice. *Community Environmental Projects – From Needs Assessment to Evaluation*. Environment Canada. 1995.
- Brian Auvine et al. *A Manual for Group Facilitators*. Center for Conflict Resolution. 1978.
- Jack Wilbur. *Getting Your Feet Wet with Social Marketing. A Social Marketing Guide for Watershed Programs*. Utah Department of Agriculture and Food. 2006.

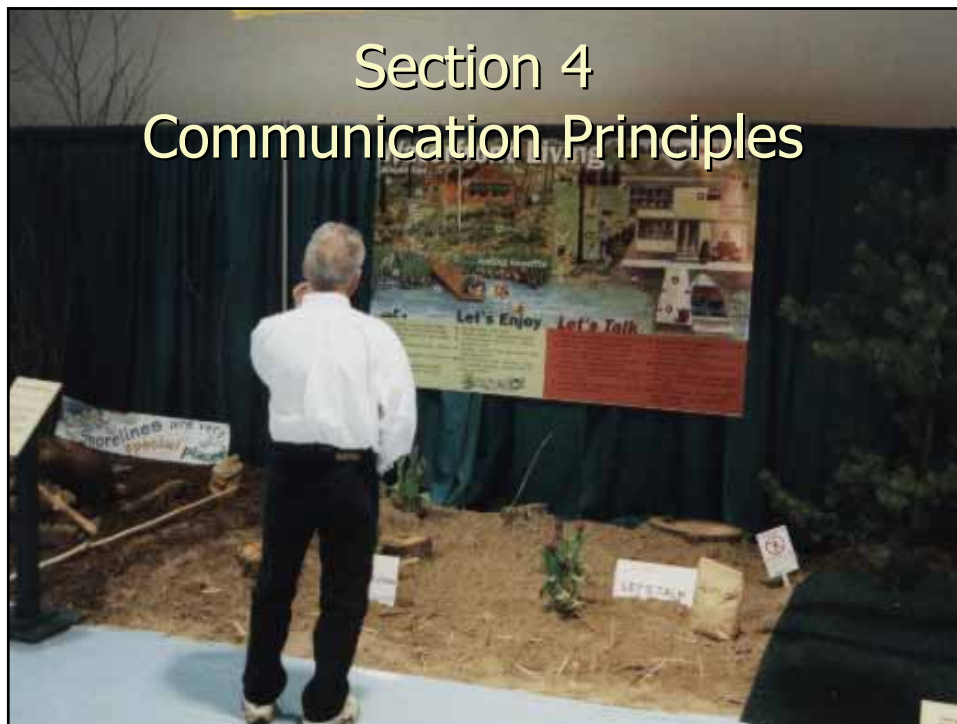


Clive Callaway and Sarah
Weaver Kipp

www.livingbywater.ca

clivec@jetstream.net

250 832 7405



Benefit Statement

- Open with the benefit statement
- Why is this relevant for the reader / viewer? How will they gain? How will it meet their needs?
- Applies to everything from grant applications to general correspondence



Be part of Clean Air Day!

Clean Air Day is a celebration of environmentally-friendly activities that promote clean air and good health.

The Government of Canada proclaimed Clean Air Day as part of Canadian Environment Week to increase public awareness about air quality and climate change.

Clean Air Day is a grassroots event that relies on strong partnerships with all sectors of society. Clean Air Day encourages communities, the public, and commuters to take action on environmental, health and transportation issues during Canadian Environmental Week.

See over for more details about how you can get involved!

Clean Air Day 2004
Journée de l'air pur 2004
400-1965 av. Carling Avenue
Ottawa, ON K1Z 8R1

CANADA POSTES
POST CANADA
3502376

Qu'est-ce que la Journée de l'air pur?

La journée de l'air pur est une célébration d'activités écologiques qui fait la promotion de l'air pur et de la santé.

Le gouvernement du Canada a déclaré la Journée de l'air pur comme étant partie de la semaine de l'environnement pour encourager l'adoption des pratiques de la qualité de l'air et des changements climatiques.

La Journée de l'air pur est un événement populaire qui s'appuie sur des actions concrètes avec des milliers de milieux locaux. La Journée de l'air pur invite les collectivités, le grand public et les écoles à travailler ensemble pour améliorer la qualité de l'air et des transports pendant la semaine de l'environnement.

Plus d'activités sont disponibles sur le site Internet.

CLEAN AIR DAY / JOURNÉE DE L'AIR PUR

Join Us on Clean Air Day

June 6th, 2007

Home Events Take Action Did You know? Resources Contact Us Search Français

Home

Clean Air Day celebration of environmentally-friendly activities that promote clean air and good health across Canada. It is a great opportunity to make environmentally-friendly lifestyle choices, and you can make your commitment to improving air quality by participating in activities organized in your community.

Learn more about:

- ▶ Clean Air Day
- ▶ What's Happening
- ▶ National Events
- ▶ How you can Take Action

What's New

- ▶ Steering Committee meeting 2007
- ▶ Photos from Clean Air Day 2006
- ▶ Clean Air Day Awards 2006
- ▶ View the Clean Air Day Newsletter

Actions you can take at home, at work and on the road...

- ▶ Plant deciduous trees in locations around your home to provide shade in the summer, but allow light in the winter.

Take Action ▶

View Events
Post your Event

Commuter Challenge

Climate Change Home FAQs Resources Media Room

One-Tonne CHALLENGE

Take action on Climate Change

- One-Tonne Challenge Home
- Take the Challenge!
- The Calculator
- Tips Guide
- Canadians Taking Action
- Tell A Friend

The One-Tonne challenge asks you to reduce your annual greenhouse gas (GHG) emissions by one tonne.

How? Use less energy. Conserve water and resources. Reduce waste.

Fewer emissions means protecting our climate and having cleaner air and healthier communities for all Canadians. And saving energy puts more money in your pocket.

- Join now!
- Find out more about the Challenge first

"I'm taking the Challenge. Are you?"

One-Tonne Fun!
Kids can take action on climate change too!

OTC Highlights ...
Commuter Options: The Complete Guide for Canadian Employers [May 14, 2004]

Canadian Environment Week
May 30 - June 6, 2004

The OTC program will develop Community

Communication

- Be customer centred
- Know your audience
- Use credible sources
- Attract attention – use captivating information (e.g. Let's Talk, Let's Enjoy)
- Frame your message carefully (e.g. "I want" theme)

LET'S TALK:

- Polluted runoff down driveways and across grass degrades water quality
- Erosion from bare shoreline -- no roots to hold soil
- Non-native vegetation requires fertilizer, pesticides
- No shoreline buffer to protect water quality
- Careless handling of fuel – spills are deadly
- Hardened shoreline changes currents, degrades water, destroys habitat

Communication

- Present choices and consequences
- Decide on one-sided vs two-sided messages
- Make your message easy to remember
- Provide challenges -- personal or community goals
- Provide feedback

Communication

- Use a **positive** approach
 - Respect knowledge of audience or client
 - Assume client wants to “do it right” (no blame); jargon-free
 - Provide specific actions
- Use customer benefit approach
- Use “peer to peer” in stewardship contact programs where possible

Solution-oriented

Be specific, action-oriented, positive

- **BEFORE:** *Power-boaters often unknowingly run down buoyant loon chicks, panic parents and disrupt care and feeding of young, or create wakes that wash loon eggs out of nests.*
- **AFTER:** *Operate power-boats with care near shorelines, watching wake and staying well back from nests.*



Emphasize Benefits – “What’s in it for me?”

- **INSTEAD OF:** *protecting shorelines for wildlife habitat value....*
- **TALK ABOUT:** *protecting shorelines for long term erosion prevention....*
- **SPIN-OFF:** *wildlife habitat*



Effects of Water Quality on Property Value

- Minnesota (USA, 2002)
 - A study of 37 lakes showed that property values would fall if lake water lost clarity.
 - The price per foot of lakeshore property is **“very significantly” related to water clarity.**

Functions of a Natural Shoreline

- A healthy, natural shoreline:
 - Purifies water
 - Traps pollutants
 - Limits erosion
 - Filters out excess nutrients
 - Provides wildlife habitat
 - Protects fish stocks



*Corridors of **green** and **blue**
with the value of **gold**.*

Communication

- Use sponsored PSA's
- Remember the incremental rule
- Watch, watch, watch reinventing the wheel
- Integrate art / science / stewardship

Communication

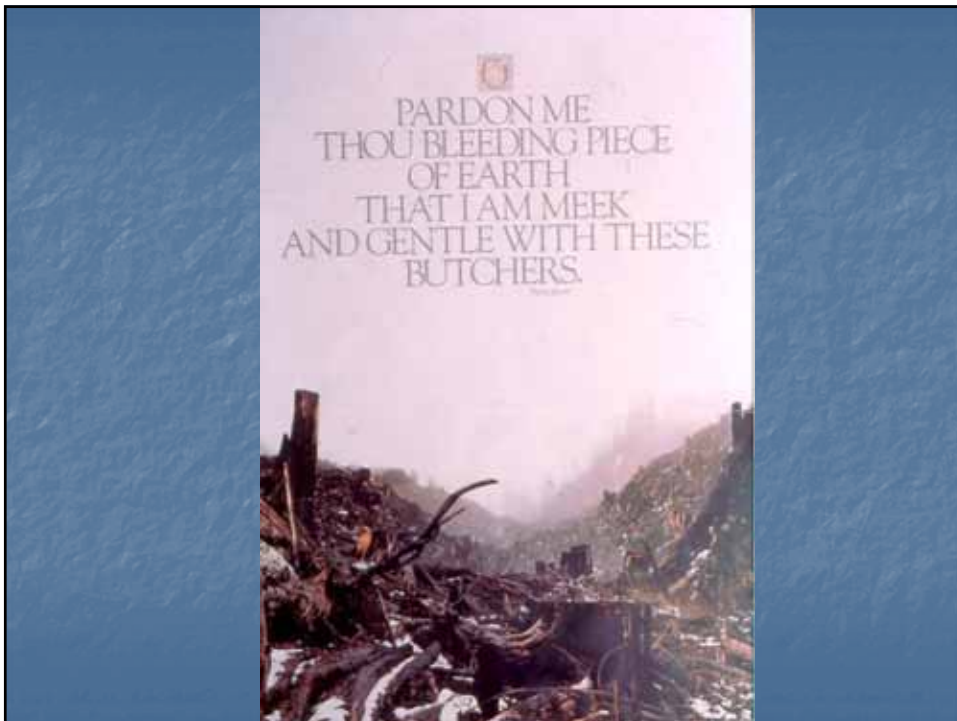
- Avoid use of negatives
- Avoid showing off what you know
- Watch designing by committee
- Watch mixing target audiences

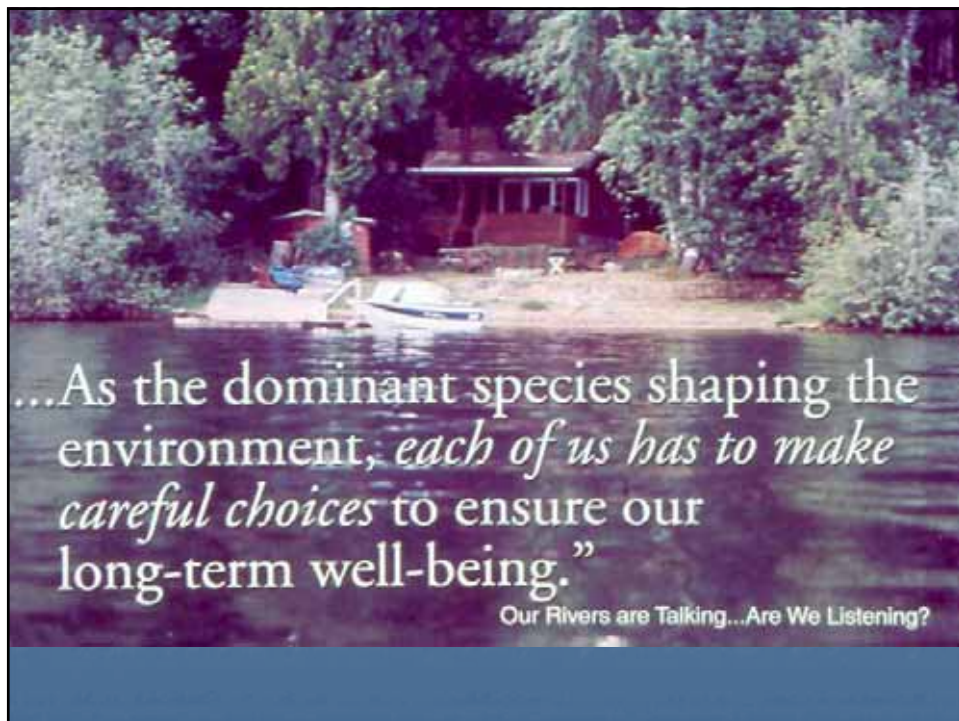
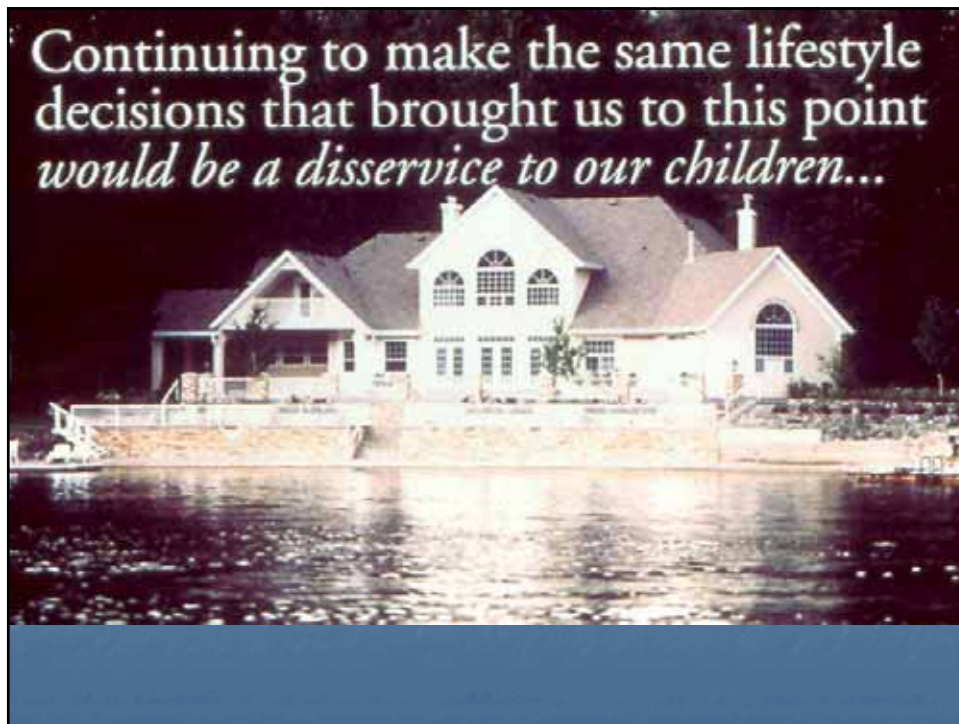
Communication

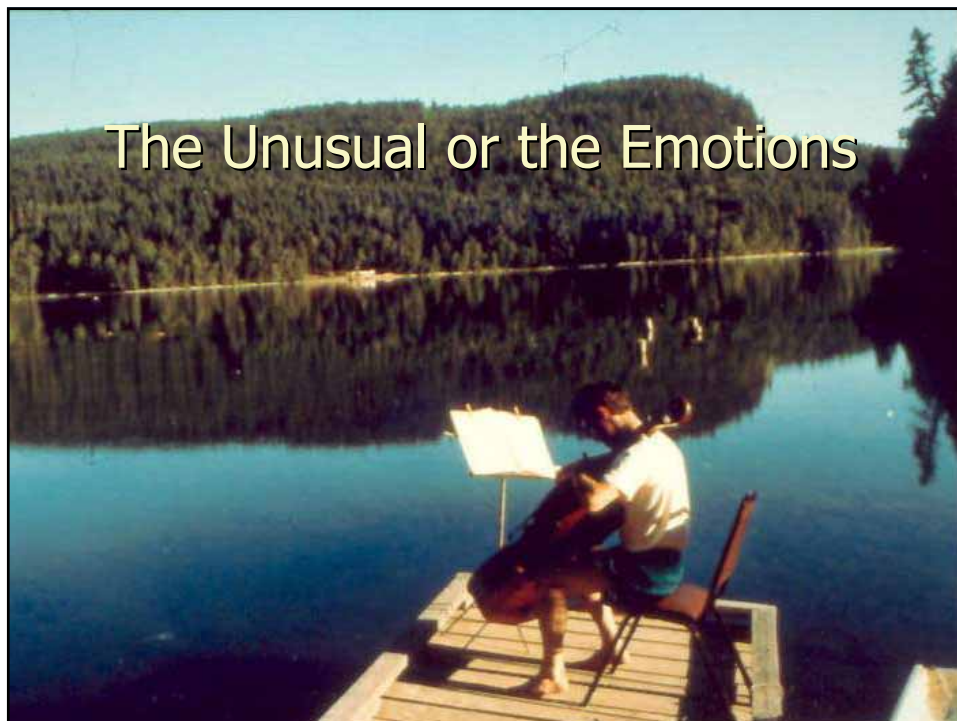
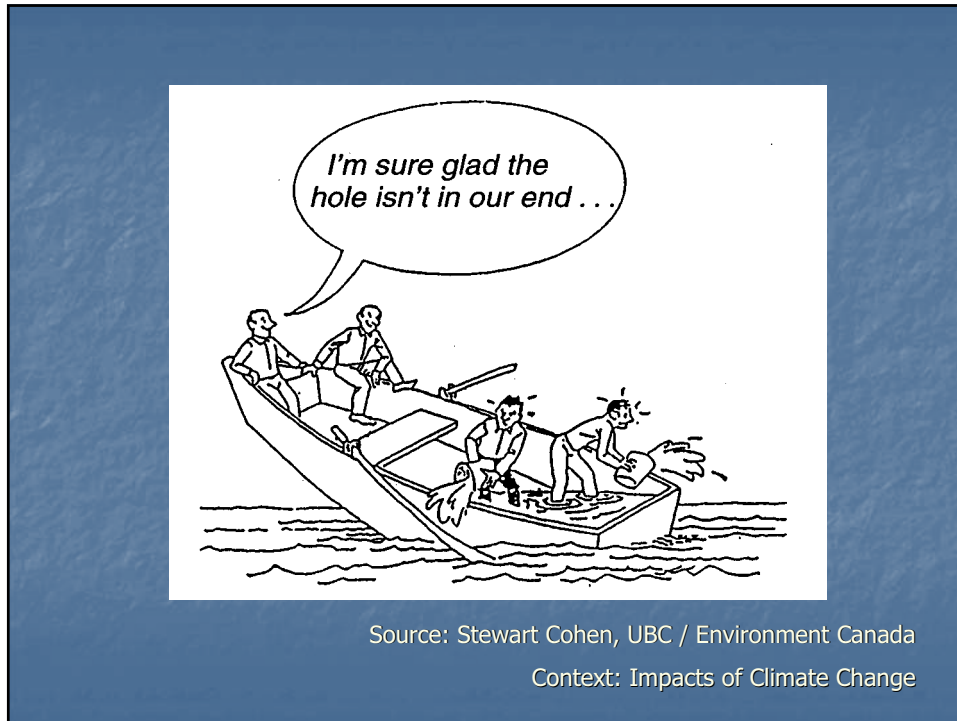
- A good graphic is now worth 10,000 words
- Transform the problem – go for the pocketbook
- A good testimonial is worth 1,000 to 1,000,000 words
- Emphasize benefits



Use of Graphics










What's Wrong with these Brochures?



Put people in the picture!

Morrison Creek Watershed



- 1. **Watershed boundaries** - include the area that drains into the creek.
- 2. **Water supply** - includes the area that drains into the creek.
- 3. **Land use** - includes the area that drains into the creek.
- 4. **Water quality** - includes the area that drains into the creek.
- 5. **Water quantity** - includes the area that drains into the creek.
- 6. **Water quality & quantity** - includes the area that drains into the creek.
- 7. **Water quantity & quality** - includes the area that drains into the creek.
- 8. **Water quality & quantity** - includes the area that drains into the creek.
- 9. **Water quantity & quality** - includes the area that drains into the creek.
- 10. **Water quality & quantity** - includes the area that drains into the creek.

What is a Watershed?

It is defined as a drainage area or an area of land that drains into a particular water body. The area of the watershed is determined by the topography of the land. The water that falls on the land in the watershed flows into the water body. The watershed boundary is the line that separates the watershed from the surrounding area.


What can you do to help preserve the Morrison Creek Watershed?

Contact a Community Group for More Information on Reducing Impacts on Increasing Conservation Values

MORRISON CREEK LAAMPREY
Amphipoda (invertebrate) - not a fish!

The Morrison Creek Laamprey is a small, headless fish-like invertebrate that lives in the Morrison Creek. It is a very important part of the ecosystem. It is a very important part of the ecosystem. It is a very important part of the ecosystem.

Future of the White Sturgeon




BC Hydro

WHEN YOU'RE FERTILIZING THE LAWN,

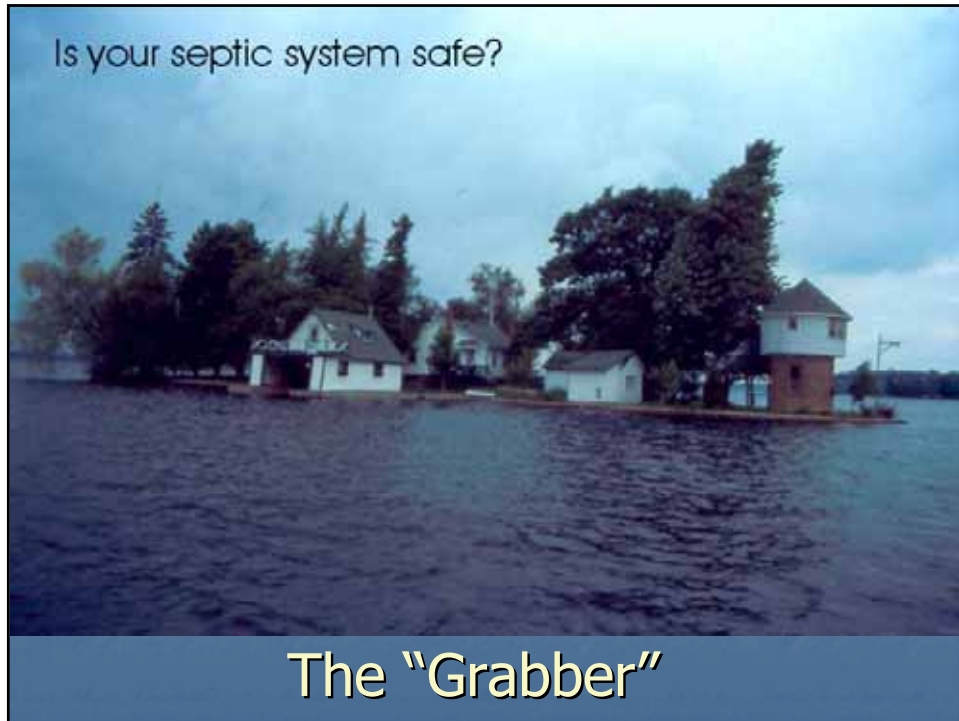
REMEMBER YOU'RE NOT JUST

FERTILIZING THE LAWN.





You fertilize the lawn. Then it rains. The rain washes the fertilizer along the curb, into the storm drain, and directly into our lakes, streams and rivers such as the Fraser. This causes algae to grow, which uses up oxygen that fish need to survive. So if you need to fertilize, please follow directions and use sparingly.

For more information, call toll-free 1-888-825-6155. Web site: <http://www.gov.bc.ca/conservation/index.html>



| | | |
|---|---|--|
| <p>Hey I wonder if that picture guy is from Sports Illustrated.</p>  | <p>Monster Truck? ...to a fish it is!!!</p>  | <p>I love the outdoors</p>  |
| <p>Fish, what fish?</p>  | <p>Do fish eat golf balls</p>  | <p>Okanagans brightest!</p>  |
| <p>If you think this idiotic practice of driving down Kin Beach and destroying fish and wildlife habitat should be stopped then pick up the phone and call... Greater Vernon Services Commission 545-4724</p> | | |

| | |
|---|---|
| <h2>Poop Noir</h2>  <p>The ingredients of dog waste are harmful to children and pets.</p> <p>Scoop the poop, bag it, and place it in the trash. <i>Clean yards. Clean streams. (And clean pants!)</i></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 94</p> | <h2>Dog Poetry</h2>  <p>If taking care of number two is number one to you, then picking up your doggy doo should matter lots to you.</p> <p>So scoop the poop and bag it and place it in the trash; your doggy doo reflects on you, It's what your puppy passed!</p> <p>More than 100,000 dogs live in Inverclyde County. That's an awful lot of waste of raw sewage filling in our backyards.</p> <p>Scoop the poop, bag it, and place it in the trash. <i>Clean yards. Clean streams. (And clean shoes!)</i></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 92</p> |
|---|---|

| | |
|--|---|
| <h2 style="text-align: center;">Dog Poetry</h2> <p>If taking care of children two is number one to you, then picking up your doggy (who should matter lots to you)</p> <p>Doggies don't just fade away or fertilize the grass. Some doggies will keep for weeks reliving moment you.</p> <p>About the time you think they're gone they're only just begin, sniffing bad bacteria, and foul things out by one.</p> <p>Clap, go, to, to, to, to, to, to and I, to, to, to, to, to, to, it's a doggy world like this, but it will make you sad.</p> <p>The rain, they come and wash the dung just so it turns nice, then a sewer pipe about and out into a pipe.</p> <p>The pipe goes on for miles and miles or further it may seem, and then it poops the poops out right into a stream.</p> <p>It's gotta be a long, long stream, where salmon try to swim, some day their fish could be your meal on a hungry when.</p> <p>So strap the poop and bag it and place it in the trash, your doggy dog reflects on you, it's what your puppy proud!</p> <p><small>More than 124,000 dogs live in Inverclyde County. That's an entire city's worth of raw sewage sitting in our backyards.</small></p> <p>Scoop the poop, bag it, and place it in the trash.</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 81</p> | <p>A half-second later, Bob skidded across the lawn. The paint bucket flew up toward the sky, and Bob's bucket plunged down into something much, much darker.</p>  <p>DON'T BE BOB!</p> <p>Scoop the poop, bag it, and place it in the trash.</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 88</p> |
|--|---|

| | |
|--|--|
| <h2 style="text-align: center;">SOCCER</h2>  <p><small>Headaches, E. coli, and Giardia are hazardous organisms that can be transmitted from pet waste to children. Pet waste is raw sewage.</small></p> <p>Scoop the poop, bag it, and place it in the trash.</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 87</p> | <p style="text-align: center;">***** It's the American Way *****</p>  <p><small>Pet waste is a leading cause of environmental pollution in communities County's neighborhood parks.</small></p> <p>Scoop the poop, bag it, and place it in the trash.</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 85</p> |
|--|--|

| | |
|---|--|
| <p>Excuse me. Can we talk?</p>  <p>More than 12,000 dogs live in Inverness County. That's an entire city's worth of raw sewage filling in our backyards.</p> <p>Scoop the poop, bag it, and place it in the trash.</p> <p>Clean yards. Clean streams. (And clean paws!)</p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 75</p> <p><small>Environment Canada Banff, Alberta www.environment.ca</small></p> | <p>Some things last longer than you think</p>  <p>Reported organisms that can be transmitted from pet waste to children. (Can persist for weeks)</p> <p>Scoop the poop, bag it, and place it in the trash</p> <p>Clean yards. Clean streams. (And clean shoes!)</p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 79</p> <p><small>Environment Canada Banff, Alberta www.environment.ca</small></p> |
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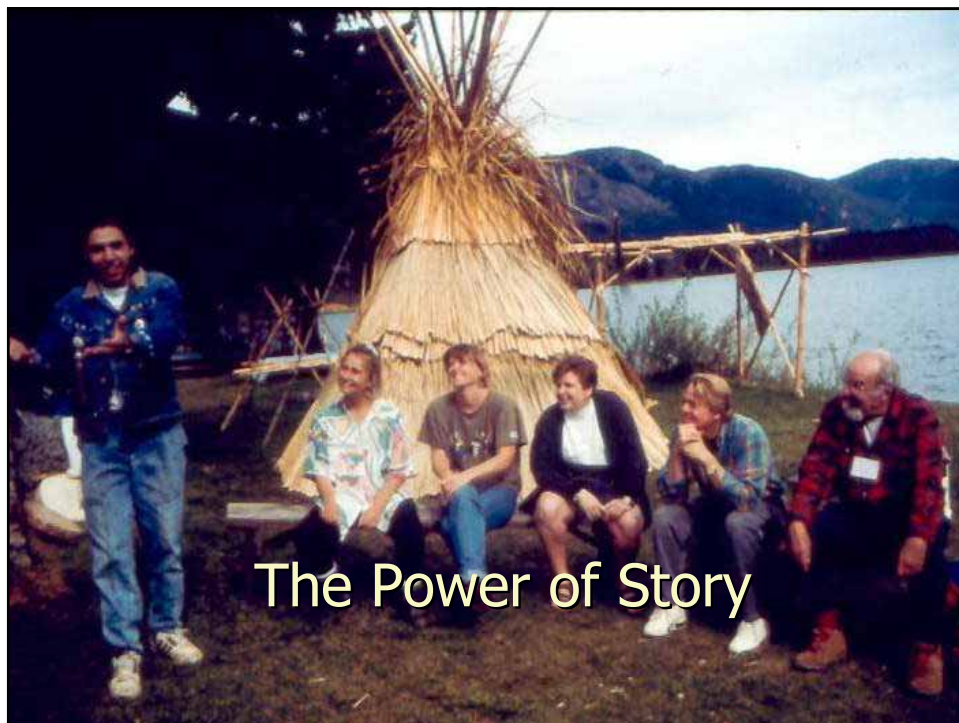
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|--|---|
| <p>It's a minefield out there</p>  <p>Harmful organisms that can be transmitted from pet waste to people. (Can persist for weeks)</p> <p>Scoop the poop, bag it, and place it in the trash</p> <p>Clean yards. Clean streams. (And clean shoes!)</p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 64</p> <p><small>Environment Canada Banff, Alberta www.environment.ca</small></p> | <p>A few piles are keepers. Scoop all the rest.</p>  <p>More than 20 tons of dog waste are shipped to Inverness County landfills every day. (That's a lot!)</p> <p>Scoop the poop, bag it, and place it in the trash</p> <p>Clean yards. Clean streams. (And clean shoes!)</p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 71</p> <p><small>Environment Canada Banff, Alberta www.environment.ca</small></p> |
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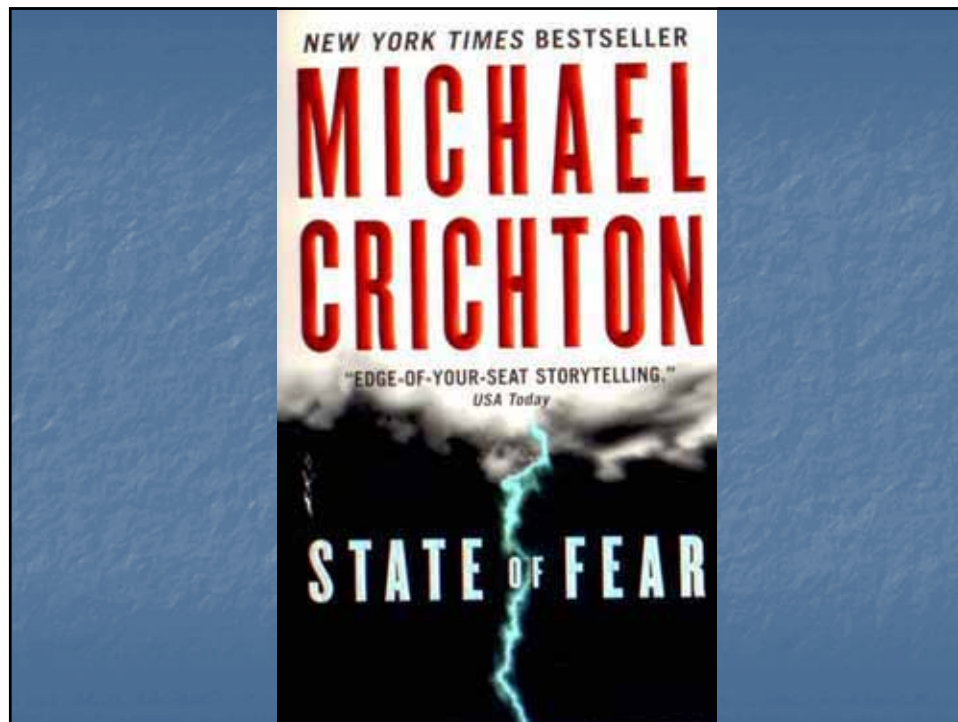
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| <p>Walk barefoot with confidence</p>  <p><small>Roundworms, E. coli, and Giardia are harmful organisms that can be transferred from pet waste to people.</small></p> <p>Scoop the poop, bag it, and place it in the trash</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 56</p> <p><small>Environment Canada Banff National Park www.environment.ca/banff</small></p> | <p>Once a week may not be enough</p>  <p><small>Roundworms, E. coli, and Giardia are harmful organisms that can be transferred from pet waste to children - even when they're wearing shoes.</small></p> <p>Scoop the poop, bag it, and place it in the trash</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 54</p> <p><small>Environment Canada Banff National Park www.environment.ca/banff</small></p> |
|---|--|

| | |
|--|--|
| <p>Self portraits</p>  <p><small>More than 20 tons of dog waste are dumped in Bowdoin County's backyards every day. There's only one way to improve that picture.</small></p> <p>Scoop the poop, bag it, and place it in the trash</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 48</p> <p><small>Environment Canada Banff National Park www.environment.ca/banff</small></p> | <p>You'll be amazed what your dog can do</p>  <p><small>E. coli and Giardia are harmful microorganisms that can be transferred from pet waste to humans. That's nothing to smile about.</small></p> <p>Scoop the poop, bag it, and place it in the trash.</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 46</p> <p><small>Environment Canada Banff National Park www.environment.ca/banff</small></p> |
|--|--|

| | |
|--|--|
| <p>Dog waste is not fertilizer</p>  <p><small>Landfills are designed to safely handle substances such as dog waste, not the soil and dirt above. Yards are not.</small></p> <p>Scoop the poop, bag it, and place it in the trash</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 26</p> | <p>More than 20 tons of dog waste are dropped in Snohomish County every day</p>  <p><small>That's an entire city's worth of raw sewage being in our backyards.</small></p> <p>Scoop the poop, bag it, and place it in the trash</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 40</p> |
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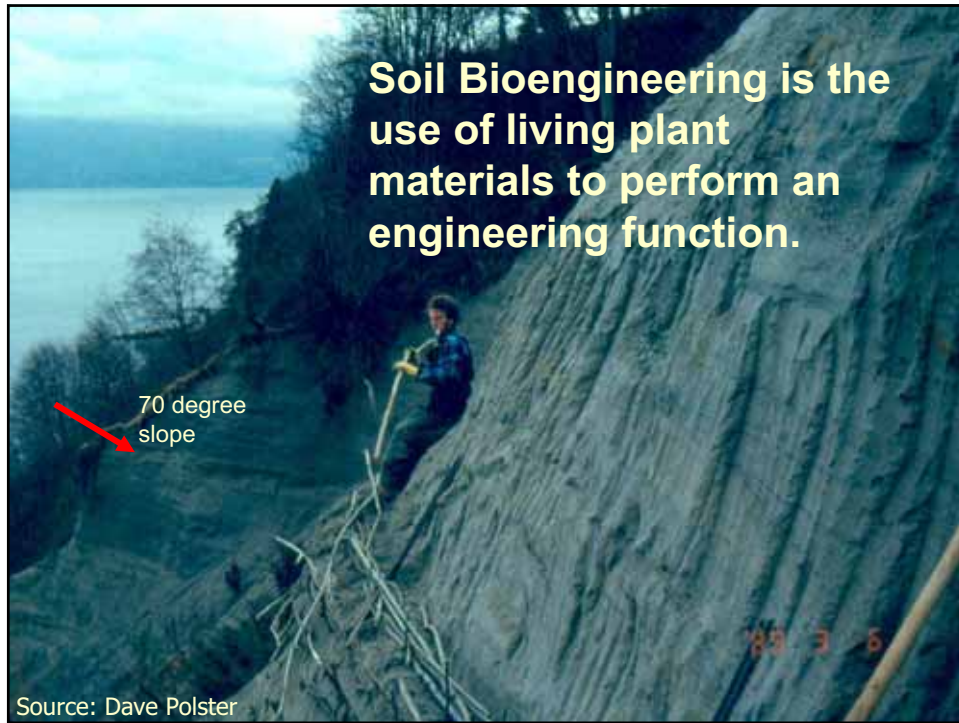
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|---|--|
| <p>Dog waste pollutes</p>  <p><small>Streamwater carries bacteria from dog waste into streams and runs through farm drains.</small></p> <p>Scoop the poop, bag it, and place it in the trash</p> <p><small>Clean yards. Clean streams. (And clean toes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 16</p> | <p>CLEAN YARDS CLEAN STREAMS</p>  <p><small>Dog waste is a leading cause of bacterial contamination in Snohomish County's neighborhood streams.</small></p> <p>Scoop the poop, bag it, and place it in the trash.</p> <p><small>Clean yards. Clean streams. (And clean shoes!)</small></p> <p>101 REASONS TO PICK UP PET WASTE: NUMBER 10</p> |
|---|--|





The Power of the Dramatic

- Use of real examples showing "success" stories
- Case study: restoring an eroding oceanside cliff, University of British Columbia, Vancouver using soil bioengineering



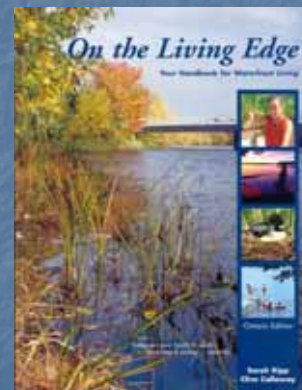




The Power of the Testimonial

"This book is the first contemporary, comprehensive, common sense guide to lake and shoreline living. If it doesn't have the answer it tells you where to get it....I recommend this 10 out of 10 five star book. You will really appreciate it!"

Source: Area News, Lake of the Woods District Area Property Owners Association



Environment

Increase your wealth – An investment of a lifetime

Book review by John Wilson

"On the Living Edge – Your Handbook for Waterfront Living"
by Sarah Kipp and Clive Callaway

Most of you have either got a long-term investment in your lake or river property or have more recently made a similar commitment. You are all going to be winners if you get a hold of a copy of "On the Living Edge – Your Handbook for Waterfront Living". This book is the first contemporary, comprehensive, common sense guide to lake and shoreline living. If it doesn't have the answer it tells you where to get it.

Four major sections with 6 to 8 key topics in each include: *Saving Time and Money... Naturally, Working With Your Land, Day to Day Living and Help & Resources.* Also included are appendices, which include *contacts and resources,*

native and exotic invasive plant species lists, a shoreline purchaser checklist, a quiz to help determine the health of your shoreline and much much more.

Following is an excerpt from the Introduction by Clive & Sarah

If Only We Had Known!

The day the septic system backed up at the end of our "Welcome to Paradise" party was the day we realized that we needed help. And not just with cleaning the bathroom floor. There we were, city folks who had invested our life savings and followed a dream by moving to the water's edge. But we didn't realize that, when it came to knowing how to manage our shoreline, we were innocent newbies... We had figured the septic system would look after itself, and planned to use

a left over bag of fertilizer on the extensive grass area. We pondered extending the dock, paving our driveway and building a gazebo down by the water, but we were too cash short to do any of those things.

It was a good thing for our lake that our money ran out. We discovered that even though we loved our waterfront paradise, we were in danger of loving it to death. The very things that had brought us to this tranquil place – its beauty, healthy water, and choruses of birds and frogs – could be affected. We could even see our investment in the property eaten away as a result of lowered water quality – and property value!

Of course, it is no wonder that this

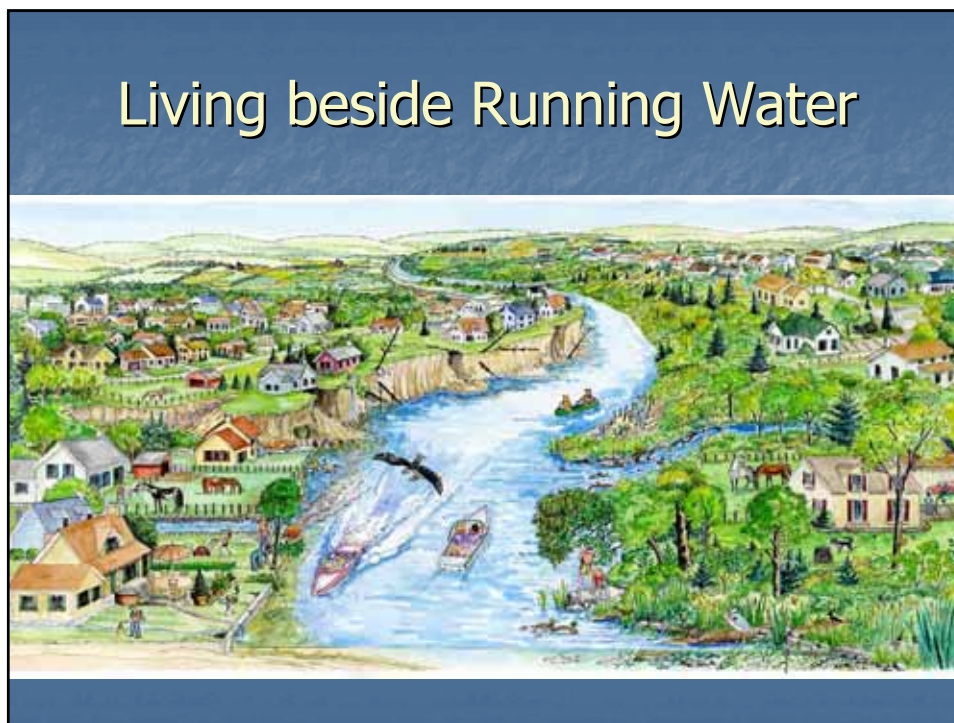
Give Your Shoreline a Make-Over

Before

After

1. Develop a plan for your shoreline. Consider the needs of the property owner, the needs of the community, and the needs of the environment.
2. Assess the current state of the shoreline. Identify areas of concern and opportunities for improvement.
3. Set priorities. Determine which areas need the most attention and which can wait.
4. Develop a budget. Determine how much money you can spend on shoreline improvement.
5. Implement the plan. Start with the most important areas first.
6. Monitor and evaluate. Regularly check the progress of your shoreline improvement project.

1. Plant native plants and shrubs. They are adapted to the local climate and soil conditions.
2. Use mulch. It helps retain moisture in the soil and suppresses weeds.
3. Water regularly. New plants need regular watering until they are established.
4. Avoid fertilizers and pesticides. They can harm the environment and wildlife.
5. Remove invasive species. They can outcompete native plants and animals.
6. Create a buffer zone. A strip of vegetation between the shoreline and the property can help filter runoff and stabilize the bank.





Section 5 – Communication Tips

Writing Tips

- Good *effective* writing is hard work!
 - Prune wordy expressions
 - Strengthen verbs
 - Write *reader-centred* copy
 - Use simpler, instead of more complicated, words
 - Keep sentences short
 - Organize your writing

Writing Tips

- Focus on your **reader's** needs. Ask yourself:
 - What is my purpose?
 - Who are my readers?
 - What are their interests?
 - How much do they know already?
 - What will make it easy for them to understand or act?

Prune Wordy Expressions

INSTEAD OF

- A number of
- At the present time
- Due to the fact that
- In an effort to
- For the purpose of
- In the near future

USE THESE PHRASES

- Some
- Now
- Because
- To
- For
- Soon

Strengthen Diluted Verbs

DILUTED

- Give consideration to
- Make preparations for
- Make use of
- Is applicable to
- Is indicative of
- Undertake an analysis

STRONGER

- Consider
- Prepare for
- Use
- Applies to
- Shows
- Analyze

Beware of “ly” Words

WEAK

- I absolutely believe
- We certainly agree
- Successfully complete
- When totally free

STRONG

- I believe
- We agree
- Complete
- When free

Use Personal Pronouns

- When speaking for your agency or group, use *we, us, our*
- When speaking for yourself, use *I, me, my*
- AND...balance these pronouns with even MORE of *you* and *your* to draw in the reader

Be Reader-Centred

WRITER-CENTRED

- The service *we* provide has to be good.
- *We* are closed every evening except Thursday.
- *I* would like to express *my* appreciation for your first rate report.

READER-CENTRED

- The service *you* receive has to be good.
- For *your* convenience we are open Thursday evening.
- Thank *you* for a first rate report.

Try Some Contractions

INSTEAD OF:

- It is the responsibility of each individual to save energy.

TRY:

- It's each of our job to save energy.

Use Everyday Words

INSTEAD OF:

- Assistance
- Capable of
- Consequently
- Demonstrate
- Expedite
- Forward
- Magnitude

TRY:

- Help
- Can
- So
- Show
- Speed up
- Send
- Size

Prefer Short Transitions

LONG AND BOOKISH

- Consequently
- However
- Nevertheless
- Therefore

SHORT AND SNAPPY

- So
- But
- Still
- So

Avoid Legalistic Lingo

INSTEAD OF:

- Aforementioned
- Heretofore
- Herewith is
- Notwithstanding

TRY:

- The, that, those
- Until now
- Here's
- In spite of

Use Positive Words

INSTEAD OF

- It won't be ready till Monday...
- Don't take a break before 9:00 a.m.
- You failed to sign the other copy
- Opportunity is limited
- The cup is half empty

USE THESE PHRASES

- It will be ready on Monday...
- Take a break after 9:00 a.m.
- You need to sign the other copy
- Competition is keen
- The cup is half full

Use Positive Words

INSTEAD OF

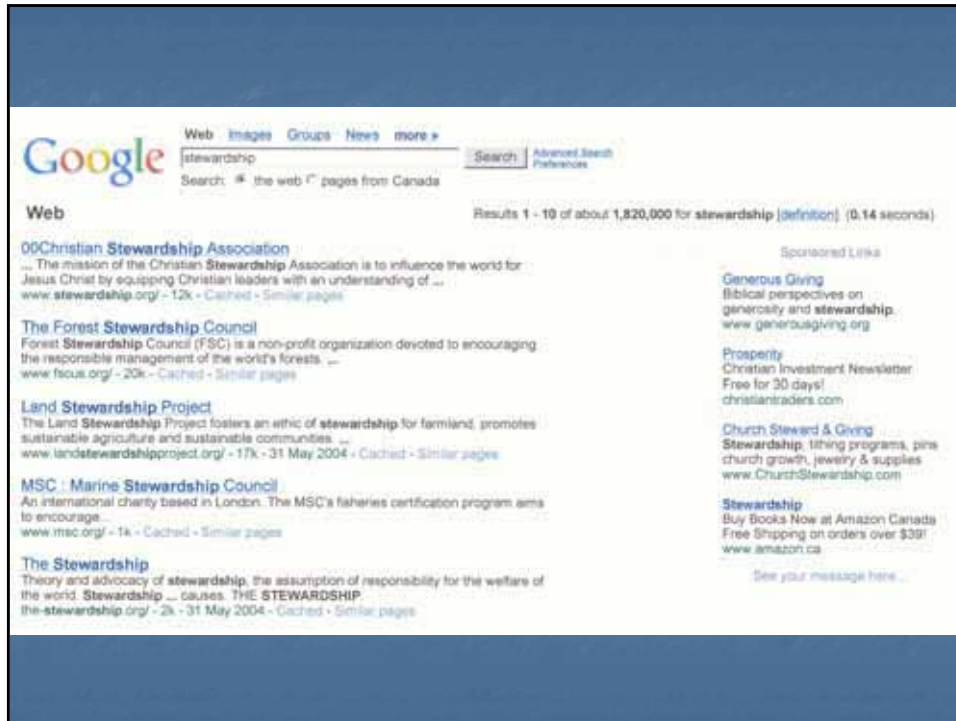
- Don't forget to celebrate...
- Being the last chance of keeping a green corridor...
- The program not only...but also...

USE THESE PHRASES

- Remember to celebrate...
- ...Being an opportunity for a green corridor
- The program will...and will...

Words to Avoid

- Avoid terms like:
 - "Stewardship" or "good steward"
 - Aquatic ecosystem health"
 - "The public" or "people"
 - Stakeholder
 - Preservation
 - "Should"



Stewardship Pledge

We Are... Decatur First!

2007 Commitment Card

After prayerful consideration, in addition to my prayers, my faithful attendance, and my service, I will support the ministries of the church with the following:

\$ _____ |

Weekly Monthly Quarterly Yearly

This commitment can be adjusted by contacting the business office.

For a total pledge of \$ _____

Name _____

- About Land Conservation
- Land Conservation Options
- Conservation Easements Explained
- Our Stewardship Commitment
- UVLT Land Protection Policy
- Conserving Your Land
- Conservation Project Costs
- Tax Benefits of Conservation

UVLT's Stewardship Commitment




When landowners conserve their land with UVLT, they entrust the organization with a duty of stewardship – the responsibility to defend the terms of the easement in perpetuity. Thus, when an easement is signed and the celebrating is over, UVLT's work is just beginning.

With dozens of new easements accepted every year, stewardship is the fastest growing part of UVLT's work. Our Stewardship Endowment, to which funds are added each time a conservation project is completed, supports much of this work. Volunteers, under the guidance of our stewardship staff, provide crucial assistance with field work.

Baseline Documentation



David Suzuki Foundation

At

Search

- Solving Global Warming
- Protecting Human Health
- Conserving Our Oceans
- Promoting Global Conservation
- Building A Sustainable Economy

- » Home
- » Nature Challenge
 - at Home
 - at Work
 - at School
- » Take Action
- » Donate
- » About Us
- » Newsroom
- » Publications
- » Links
- » Site Map
- » Blog

Nature Challenge

[Email Page](#)
[Print](#)


310,907 individuals have joined the Challenge!

Each day you invent the future with the choices you make about food, transportation, and energy use. By joining the Nature Challenge, you'll be protecting the environment and our quality of life for future generations.

And it's easy as typing in your email address.

At home

Save money and help the environment



At work

Spread the word to your co-workers

Our choices at all levels make a difference to nature. Let's choose wisely.

We've researched the 10 most effective ways to help conserve nature and improve our quality of life. Here's how you can make positive changes:

NEW!

Learn more!

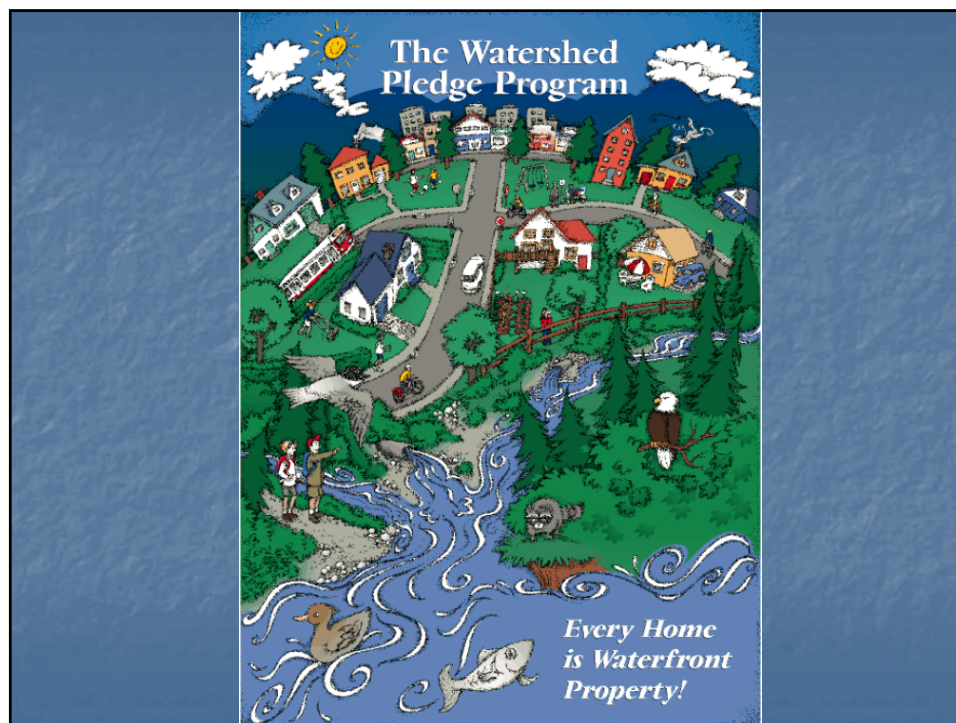
At school

the Nature Challenge at School program

1. Reduce home energy by 10%
2. Eat meat-free meals once a week
3. Buy a fuel efficient, low-polluting car
4. Choose an energy efficient home and appliances
5. Stop using pesticides
6. Walk, bike or take transit to regular destinations
7. Prepare your meals with locally produced food
8. Choose a home close to regular destinations
9. Support alternatives to the car
10. Get involved, stay informed



Already doing these things? Great! But signing up to the Nature Challenge is still important. By joining you'll be part a growing community of Canadians who are actively creating a better future and improving their quality of life. The larger the number, the more we can inspire our leaders to incorporate policies that reward environmental





watershed PLEDGE PROGRAM

Home Page

Residential

- The Program
- The Watershed
- The Pledge

Pledge List

1. Run-off
2. Lawn Care
3. In the Garden
4. Landscaping
5. In the Home
6. The Car
7. Pets

Take the Pledge!

Your Pledge! >

Newsletter

Take the Watershed Pledge!

To "Take the Pledge", all you have to do is read through the [Seven Pledge Categories](#) in this web site. When you've read all seven pledges, you can go to [Your Pledge Form](#), fill in the appropriate information, and e-mail it to us by clicking the [Submit Button](#).

Sign-Up Now and We'll Send You Cool Stuff!
When you e-mail us your [Pledge Form](#), we'll send you the following items:


- A [colour plaque](#) to display in your home or garden.
- A [colour fridge magnet](#).
- A list of your personal "pledges".
- [Quarterly newsletters](#) and more detailed information on how to protect your watershed.



Other Ways to Reach Us


- **Mailing Address**
Watershed Pledge Program
c/o BCIT Fish, Wildlife & Recreation Program
3700 Willingdon Avenue
Burnaby, BC V5G 3H2
- **Phone**
(604) 432-8750
- **Fax**
(604) 432-9046

Develop with Care: Environmental Guidelines for Urban and Rural Land Development in British Columbia



What's in a name....

March 2006



BRITISH COLUMBIA
Ministry of Environment

“Owning waterfront property is a **privilege**, but it also carries with it a great **responsibility**.”



OR

“Those of us who are **fortunate** to be shoreline property owners can easily destroy what we **enjoy**....We can help keep our water **clean** for swimming and drinking by **protecting** our shorelines.”

The Riot Act

“Many people **don't** realize that there are laws to protect fish habitat. The Federal Fisheries Act states that the harmful alternation, disruption or destruction of fish habitat is **prohibited**.”

Carrots and Sticks

To protect fish stocks for us to **enjoy**, we need to protect both the land above and below the high water mark. Damaging fish habitat can result in **costly fines** or **even a trip to jail!**

Fear of Loss....?



Communication

- Establish guiding principles
- Establish editorial and design guidelines
- Assume ignorance – not vandalism or vindictiveness
- Be positive and impartial, rather than partisan or judgmental

Our Guiding Principles

- Listen to waterfront residents' stories and work to obtain and integrate their input
- Involve a broad spectrum of partners in order to be cost effective and efficient
- Be in service to groups in the spirit of cooperation
- Avoid reinventing the wheel
- Remain on the leading edge of shoreline stewardship practices

Our Guiding Principles (cont'd)


- Understand our audience and service their needs
- Present choices, avoid preaching
- Be customer-driven rather than project or product-driven
- Respond to customers' needs; assume they want to "do it right"

Strategic Use of "Did You Know's"

Did you know....?

- Average sea levels rose between 4 and 12 cm (2 to 5 in) along the BC coast during the last century. (BC Government study)
- Over 90,000 coastal homeowners in the US are forecast to lose their homes as a result of rising sea levels over the next 60 years.





P.O.O.P.
People Opposed to Outfall Pollution
Email: poop@island.net

For Immediate Release: April 24th, 2004

Victoria Earth Walk - 2004
Mr. Floatie's Coming Out Party!

Victoria, BC - Mr. Floatie, mascot and spokesperson for People Opposed to Outfall Pollution (P.O.O.P.) will be coming out for today's Earth Walk parade and festival. This will be the first major public event ever attended by the seven-foot tall doo-doo from Clover Point.

"The ocean is not a toilet!" exclaimed Mr. Floatie, who wants to educate the good people of the Capital Regional District about their 100-million litres of untreated wastewater that flows into the Strait of Juan de Fuca every single day. His elite **Mobile Commode Corps** will aid Mr. Floatie in this task.


P.O.O.P. is raising awareness in a humorous way that we should not just flush our municipal pollution problems down the drain. "Dilution is not the solution to Victoria's pollution!" commented Mr. Floatie.

Mr. Floatie will be sharing the love and handing out informational pamphlets at Cornuald Square and at the Legislature lawn where he will be available for autographs and photographs. Donations collected by P.O.O.P. will be used to construct and operate the sewage treatment facilities we don't currently have.

- 30 -

For further information, to make a donation or to volunteer, call: 361-3621 or Email: poop@island.net

Try some humour...!



■ Mr. Floatie has made hundreds of appearances throughout Victoria and is credited with helping influence public opinion about Victoria's sewage outfall (directly into the Pacific Ocean)

Some Tips

- Use AIDA
- Use “fear of loss” and “carrots”
- Ensure materials meet the needs of target audience:
 - White space
 - Type size
 - Jargon-free
 - Simple to read

Some Tips

- Watch subliminal messages e.g. “landowner”
- Keep it simple!
- Use anecdotes – written, verbal
- Use personal disclosure
- Express your passion! (...but be client-centred)

Letters of Support

- Interest
- Involvement
- In-kind

Dealing with Challenging Clients

- Avoid defending or retaliating
- Acknowledge complaints/comments
- Suggest incremental changes
- Point out benefits
- Offer supplementary resources

Dealing with Challenging Clients

- Practise effective communication; communication barriers include:
 - Prejudice
 - Values
 - Emotions
- Acknowledge conflict
- Clear the air - ask client to voice concerns / issues
- Practise good listening!

Dealing with Challenging Clients

Helpful beliefs for dealing with "conflict":

- Conflict is neither good nor bad
- Conflict is part of human nature
- Conflict is about differences (not a case of right or wrong)



Know the Media

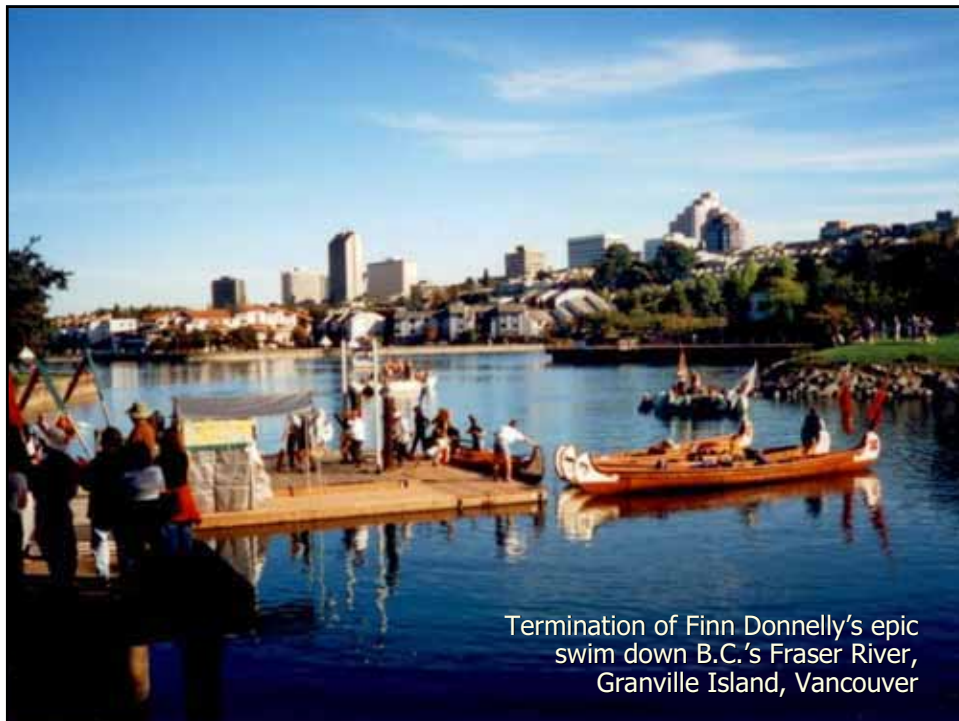
- Radio
- Film / video / DVD / audio tape
- Television
- Newspapers
- Magazines
- Newsletters (businesses and NGOs)
- Packaging

Know the Media (cont'd)

- Direct mail / delivery
- Internet (chatrooms, email distribution, newsgroups, websites)
- Journals / annual reports / specialty tabloids
- Signs (bill boards, buses, stores....)
- Community notice boards / posters
- Stamps

Know the Media (cont'd)

- Novelties (magnets, bookmarks, bumper stickers...)
- Other events (trade shows, fairs, expos...)
- Public presentations (banquet, forum speaker)
- Models, displays, exhibits
- Arts (visual and performance)
- Word of mouth



Termination of Finn Donnelly's epic
swim down B.C.'s Fraser River,
Granville Island, Vancouver

Creating Successful Media Relationships

- “Know your audience”
 - The reporter / newsroom
 - The marketing manager
 - The editor / producer / station manager
 - The publisher / owner



Know the Reporter

- Both sides of the story
- Popular issue or fad – public interest
- Working on a deadline
- May lack knowledge
- Looking for the “angle”

Approaching the Reporter

- Pitch your story according to current popular interest
- Organize the key points that you want to make – use the “pyramid” style
- Be brief, clear, and concise when discussing your issue or story
- Present how you can help the reporter – not what you want from them

Know the Marketing Manager

- Looking for charity support (e.g. social justice, environment, etc.)
- Partner interest
- Increasing distribution and broadening market

Approaching the Marketing Manager

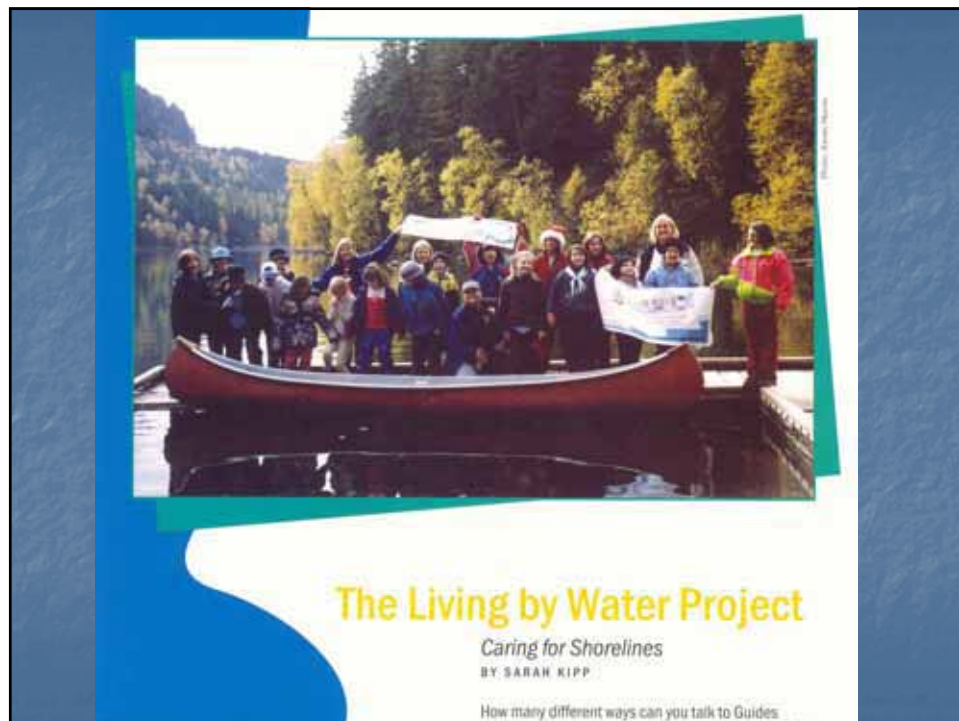
- Know how to present self and story
- Explain benefits to them and you
- Link with relationship to reporter / editor / publisher (credibility factor)

Know the Editor (Producer, Station Manager)

- Relate to a "big picture"
- Use a compelling angle for an editorial
- Address public interests
- The editor is busy, has limited time
- Find common thread (e.g. waterfront resident)

Approaching the Editor

- Demonstrate the need for public to learn more about your issue
- Illustrate how you benefit them
- Create a relationship and then ask for special coverage (e.g. Cottage Magazine)



The girls also helped clean up garbage along the lakeshore, and studied the shoreline as a habitat for wildlife.

In 2000, Girl Guides of Canada-Guides du Canada joined a nation-wide partnership of conservation and stewardship organizations, which is carrying out *The Living by Water Project*. (See *CanadianOutlook*, Spring 2001, Earthkeepers.) This national project helps waterfront residents and interested groups to get actively involved in shoreline conservation and protection.

Having studied the materials produced by *The Living by Water Project*, Linda was intrigued by the possibilities they offered for the girls in her Unit, the 1st Armstrong Guides, to work on their water badge. She contacted the *Living by Water* B.C. office and offered to have her Girl help with some shoreline restoration work. Together, they selected a shoreline on Gordon Lake in the B.C. interior that was cleared years ago and planted with turf grass.

The girls helped plant red osier dogwood, which is a good shoreline species for most areas of Canada, because it helps hold soil together and prevent erosion. During the field trip, *Living by Water* representatives talked to the girls about how shrubs and tall grasses are a healthy, more natural choice for shorelines. They explained the role they play as a buffer, filtering dirty runoff water before it enters lakes, rivers and ocean bays and inlets.

The girls also helped clean up garbage along the lakeshore, and studied the shoreline as a habitat for wildlife. Because of all the grasses, reeds and cattails along the

at their next meeting. She provided examples from the girls' lines to add extra voice to the discussion. Since many come from a farming community, she talked about the importance of keeping livestock and manure out of water, and the role that a healthy shoreline, with lots of native vegetation, plays in helping keep water clean. She provided a live demonstration of water conservation by showing how much water is lost when a container with a leak drips at the rate of one drop a minute.

The 1st Armstrong Guide Unit's experiment is just one of many educational and fun activities in which Guides can involve their girls to help protect Canada's shorelines. As a reward for their efforts on Gordon Lake's shoreline, her girls all received *Shoreline Ambassador* certificates. They have now joined the *Living by Water Shoreline Action Challenge*, a cross-Canada initiative to encourage Canadians to become more aware of the importance of shorelines in our lives, and to take action to protect them.

For more activity ideas, *The Living by Water Project* has published a *Shoreline Event and Activity Manual*. The manual is available in hard copy for \$7.00. For more information, check out the *Living by Water* Web site: www.livingbywater.ca or contact the *Living by Water* national office at:

P.O. Box 7
Salmon Arm, BC
V1E 4N2 Tel: (250) 833-7405

**Living by Water
Activity Ideas**

Warm Weather Activities

- Organize a shoreline discovery walk. Bike or boat ride on your favourite shoreline or take a trip to your favourite shoreline. Contact your local naturalist club.
- Organize a shoreline scavenger hunt.
- Host a shoreline BBQ or organize a shoreline food workshop. Identify and cook with foods that come from wet waters and shorelines. Invite a First Nations guest to speak about traditional foods from the shoreline.

Winter Activities

- Plan an archaeological tour. Visit shorelines of the past with your local archaeological society or museum. Contact your local archaeological society.
- Visit a shoreline industry. Learn the importance of your shoreline to your community's economy.
- Go bird watching along the shore. Take your binoculars and make a most interesting to join you. This can be done in spring, winter and fall.

Indoor Activities

- Host a storytelling evening with drawing and skimming. Discover what your local shoreline means to your First Nations neighbours.
- Ask an old timer. Invite seniors to your community to participate in a storytelling event.

Know the Publisher / Owner

- Respond to public demands
- Need to see benefits
- Need to see profits
- Need to see increase in distribution

Approaching the Publisher / Owner

- Show evidence of public interest
- Demonstrate your new angle that excites and interests more people
- Start with the “big picture”

Seizing the Opportunity

- Current fads – example:
 - The fad: native plants
 - The story: distributors are out of stock
 - The controversy: “wild plants are taking over”
- Current issues – example
 - The issue: clean water
 - The story: new techniques
 - The controversy: is there a crisis?
- An offer. Example – The Vancouver Sun

Ways of Promotion

- Publicity (free)
- Sponsored PSAs (pay none or part)
- Sponsored advertising (pay none or part)
- Advertising (you pay all)
- "Attention getting"

Promotion

- The **three times** principle (three mainstream media)
- Now the **seven times** principle? (repetition of ads)

"Attention Getting"

- Interest article (unique, controversial, topical...)
- Publicity stunt (public challenges, pledges...)
- Events (the Great Secchi Dip-in, Rivers Day, Great Canadian Shoreline Clean-up)



The Process

- The connections (reporter – editor)
- Media advisory
- Press release
- Phone call
- Media kit
- Press conference
- Follow up (thanks)

The Message

KEEP THE WONDER ALIVE

1. Plant lots of trees
2. Wash your vehicle at a car wash
3. Stop using pesticides and herbicides
4. Don't fertilize your lawn
5. Pick up your pet waste (put it in the trash)
6. Leave your streambanks natural
7. Learn to love beavers (they're good for salmon)
8. Keep pets and livestock out of streams
9. Plant native plants
10. Walk your stream with a Watershed Steward

LEAVING A LEGACY IS EASY. WE'RE HERE TO HELP.



- Brief
- Clear
- Compelling
- Examples
- K.I.S.

 **Surface Water Management** 
425-388-3464 www.surfacewater.info Snohomish County
Public Works

Concluding Tips

- Personal relationships, persistence, patience
- Spin your story to relate to a fad / interest / issue
- Use a positive perspective for your story (don't use "isn't it awful" or other dire predictions)
- Consider celebrity endorsement

Tips (cont'd)

- Know the content of the medium / show
- Propose interesting "grabbers" (e.g. *"Living by Water makes a splash and creates a ripple of change."*)
- Know your facts – both sides of the story
- Use statistics carefully

Resources

- Doug McKenzie-Mohr and William Smith. *Fostering Sustainable Behaviour, An Introduction to Community-Based Social Marketing*. New Society Publishers 1999. www.cbsm.ca
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Clive Callaway and Sarah
Weaver Kipp

www.livingbywater.ca

clivec@jetstream.net

250 832 7405